

ABSTRACT

Rapid technological developments, especially with the existence of the internet, have significantly changed people's lives today. One of the uses of technological developments is the use of digital system technology in public services, in the form of electronically integrated business licensing or Online Single Submission (OSS) which has been updated to a risk-based licensing system or electronically integrated business licensing or Online Single Submission Risk-Based Approach (OSS-RBA) at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Jambi City. This study aims to describe the implementation of the OSS RBA system in providing public services at the Investment and One-Stop Integrated Service Office in MSME Licensing Services in Jambi City and to analyze the effectiveness of the OSS-RBA system service. The research method used is descriptive qualitative. Research data were collected through interviews, observation and documentation. The results of the study indicate that first, the implementation of the OSS RBA RBA system in Providing Public Services at the Investment Office and One-Stop Integrated Services for MSME Licensing Services in Jambi City involves several important aspects, including the role of the DPMPTSP in processing and analyzing business risks, providing outreach services, and supervision; provision of supporting facilities and infrastructure; and providing socialization to the community. The implementation faces obstacles in the form of system errors from the central government which hamper the licensing process, as well as the lack of community IPTEK capabilities. The implementation of OSS-RBA is a positive step in enhancing the efficiency and effectiveness of services. Second, the measurement of the effectiveness of the OSS-RBA system service using the DeLone & McLean (2003) theory shows that, overall, the OSS-RBA system service at the Investment and One-Stop Integrated Services Office for MSME Licensing Services in Jambi City is considered effective. This is because it is easy to use, meets user needs, has a simple interface, provides good online and offline services, and allows users to monitor the status of their licensing application in real-time.

Keywords: *Effectiveness, Implementation, DPMPTSP, OSS-RBA*

ABSTRAK

Perkembangan teknologi yang pesat, terutama dengan keberadaan internet, telah mengubah secara signifikan kehidupan masyarakat saat ini. Salah satu pemanfaatan perkembangan teknologi adalah penggunaan teknologi sistem digital pada pelayanan publik, berupa Perizinan berusaha terintegrasi secara elektronik atau *Online Single Submission* (OSS) yang telah diperbarui menjadi sistem perizinan berbasis risiko atau Perizinan berusaha terintegrasi secara elektronik atau *Online Single Submission Risk-Based Approach* (OSS-RBA) pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Jambi. Penelitian ini bertujuan untuk mendeskripsikan implementasi sistem OSS RBA dalam memberikan pelayanan masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu pada Pelayanan Perizinan UMKM di Kota Jambi dan menganalisis efektivitas pelayanan sistem OSS-RBA tersebut. Metode penelitian yang digunakan adalah deskriptif kualitatif. Data penelitian dikumpulkan melalui wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa pertama, implementasi sistem OSS RBA dalam Memberikan Pelayanan Masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu pada Pelayanan Perizinan UMKM di Kota Jambi melibatkan beberapa aspek penting, yakni peran pihak DPMPTSP dalam memproses dan menganalisis risiko usaha, melayani dengan “jemput bola”, dan pengawasan; penyediaan sarana dan prasarana penunjang; serta memberikan sosialisasi pada masyarakat. implementasi tersebut menghadapi kendala berupa kendala sistem yang eror dari pemerintah pusat sehingga menghambat proses perizinan, serta minimnya kemampuan IPTEK masyarakat. Implementasi OSS-RBA tersebut merupakan Langkah positif dalam meningkatkan efisiensi dan efektivitas pelayanan. Kedua, pengukuran efektivitas pelayanan sistem OSS-RBA menggunakan teori DeLone & McLean (2003) menunjukkan bahwa secara keseluruhan pelayanan sistem OSS-RBA pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu pada Pelayanan Perizinan UMKM di Kota Jambi dinilai sudah efektif karena mudah digunakan, sesuai dengan kebutuhan pengguna, tampilan yang sederhana, pelayanan daring dan luring yang baik, serta status pengajuan proses perizinan yang dapat dipantau secara real time.

Kata Kunci: Efektifitas, Implementasi, DPMPTSP, OSS-RBA