

Quality of Fisheries Investment License Services in Donggala District Investment & PTSP

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Abstract. Various stories experience the community complained about the services that have been provided by the Door Integrated Investment and Licensing Office (DPMPTSP) of Donggala regency of Central Sulawesi Province. For a long time the community complained about the implementation of license services that felt very far from his expectations. The purpose of this study was to determine the quality of service for fishery sector investment permits at the Investment Office & PTSP, Donggala Regency, Central Sulawesi Province. The research method uses a qualitative descriptive approach. Determination of informants is done purposively. Collecting data using observation, and interviews. The results of this study use 5 dimensions in service quality, namely: (1) Tangibles (Physical Evidence), the results of research in this dimension indicate that the physical evidence in public services is still inadequate in terms of facilities and infrastructure. which exists. (2) Reliability, the results of research in this dimension are quite good, judging from the HR owned by the office. (3) Responsiveness, the results of this dimension study indicate the lack of responsiveness possessed by employees in the office. (4) Assurance, the results of this study indicate that the ability or friendliness of the employees in the office is good in increasing community satisfaction. (5) Empathy, these results show that the dimension of empathy in service quality is very necessary so that the people who carry out the management of the office feel appreciated.

Keywords: Tangibles; Reliability; Responsiveness; Assurance; Empathy

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INTRODUCTION

The government has an important role to play in providing excellent public services to all its residents as mandated in the Act. In article 1 of Law No. 25 of 2009 on public services mentioned the understanding of public services as follows: Public service is an activity or series of activities in order to meet the needs of services in accordance with the laws and regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers (Selviana A. Wahid & Dirja N. Jahya, 2018).

This principle is a picture that only direct government role can be defined as strokes or provide regulation of public service. While the public service itself undertaken by other parties. E. S Savas says that the government comes from a Greek word that means directing. The

government's task is to drive instead of rowing. Providing services is defined as rowing, and the government is not good at rowing (Pratama & Kalalinggi, 2019).

Quality of public services according to Tjiptono, (Hidayah, 2020) the concept of quality itself It is often considered a relative measure. Good things that consist of design quality. and quality of conformity. Design quality is a function of product specifications, While the quality of conformity is a measure of how far a product is capable meets requirements or specifications The quality that has been set. Moenir, (2010) in contecs public service states: "Service General is an effort made. a group or a person or bureaucracy to help people in order to achieve an A specific purpose." Public service is not separated from A matter of public interest, which becomes the origin of the term service public, as stated by experts. One of them was found. Dwiyanto, (2006) defining Public services are: A series of Activities carried out by bureaucracy public to meet the needs of the citizens user. (Hidayah, 2020).

Based on the Decree of the Minister of Utilization of State Apparatus No. 63 of 2003 on general guidelines for the implementation of public services such as service procedures, service requirements, government bureaucratic capabilities. This happens because all regulations and service systems are determined unilaterally by the government bureaucracy without asking questions or trying to understand the difficulties, hopes and aspirations of citizens towards the services that their citizens want. Public services need to pay attention to customer needs (Selviana A. Wahid & Dirja N. Jahya, 2018).

Thus, the quality-of-service permits that have been declared the best by the government in reality still does not lead to the satisfaction of citizens. Thus, efforts to reach agreement on this matter must always be carried out, so that the same perception arises about the quality of services provided by the government to the community. The level of public satisfaction with the quality of services provided by the government has a very important meaning, because from there will build public trust and loyalty to the government which will ultimately be able to improve the image of the government which has been not so good in the eyes of the public. Thus, the services provided by the Government must really be oriented to how to meet the satisfaction of the community (Maysaroh, 2018).

Variations in service quality reflect the independence of the community in the area concerned, in an effort to obtain satisfactory services to improve their welfare. This research is considered important because quality public services are one of the pillars to show changes in government administration in favor of improving people's welfare. In addition, technically there are not many experts who specifically examine this phenomenon comprehensively, in a critical study

of regional autonomy as the embodiment of community autonomy. The greater the public demand for quality services, all government organizations and their staff are required to make improvements in various service sectors. This effort is shown by various efforts to improve the quality of service and service capabilities of the government apparatus to be more professional, effective and efficient in accordance with the expectations of the community. One of them is through the application of the principle of excellent service (Pratama & Kalalinggi, 2019).

Based on the actions taken by Latimer and other examples, indirectly arise a new definition of the role of government is between a facilitator or catalyst. Government (cities) would be more likely to define the problems and then prepare a variety of resources to be used by others in dealing with the problem. In this case, the government provides the capacity for the public to have the authority. Granting authority to the society has not only changed the expectations and inspire confidence that normally provides solutions much better against them than against any issue of regular public service. Although the government encourages ownership and control into the community, but their responsibility is not over yet. The government does not produce services, but the government is still responsible for ensuring that the needs are met (Pratama & Kalalinggi, 2019).

Hoping for a new view in the public service, namely the development of democracy. Dendhart & Dendhart explain that new Public Service calls on the government to serve the public as citizens, not customers; meet the public interest; prioritize citizen above entrepreneurship; think strategically and act democratically, which means the government must be able to act quickly and use dialogue approach in solving public problems; realize accountability complexity where accountability is a difficult process and measurable and should be done with proper methods; serve not to drive because the primary function of government is to serve citizens rather than direct; as well as the public interest is not productivity (Andhini, 2017).

Observing this thought, the purpose of implementing a decentralized system in order to improve service quality must truly uphold the values of democracy and independence rooted in the local community. Through their representatives, the community can determine the expected service quality criteria in various fields such as education, health, transportation, economy, socio-culture, and others. The community can determine which service areas need priority; how to determine those priorities; by whom and where the service is provided; how to make services effective, efficient, represent the needs and interests of the community, as well as many other criteria that need to be explained. Therefore, the determination of all these criteria in the democratic model is very much determined by the community itself.

This is certainly not easy and very much depends on changes in the vision, mission, strategy, and policy implementation of public institutions in administering their government. So far, there is a tendency that the determination of the quality of public services is largely determined by the government or the institution that provides services (provider), not jointly determined by the provider and the user, customer, client, or citizen as a community of service users; which reflects democracy and independence. Quality is basically related to the best service, which is an attitude or way of employees in serving customers or the community satisfactorily, satisfactorily, being polite, friendly and helpful, as well as professional and capable". One Stop Integrated Licensing Service (DPMPTSP) Kab. Donggala, the implementation is still coordinated with the respective management work units. Matters relating to the requirements, mechanisms and procedures, the completion period and the required costs, have been regulated in accordance with the applicable laws and regulations that have been stipulated in the Regional Regulation of Donggala Regency, Central Sulawesi Province. In the management of official documents in the form of incoming and outgoing letters which are the business of the One Stop Integrated Licensing and Investment Service (DPMPTSP) of Donggala Regency, the Donggala Regency follows the one door principle, which is centered on the Secretary of the One Stop Integrated Licensing and Investment Office (DPMPTSP) of Donggala Regency, Sulawesi Province. Middle.

However, along the way, there are still many problems related to the provision of services to the community. Various stories or experiences from the public as users of licensing services who complained about the services provided by the One Stop Integrated Licensing and Investment Service (DPMPTSP) of Donggala Regency, Central Sulawesi Province. For a long time, people have complained about the implementation of licensing services, which they feel are far from their expectations. However, so far there has been no significant improvement in the administration of licensing services.

This concerns the attitudes and behavior of government employees who are less communicative to the community. In addition to the three things above, the community considers that service providers must be able to learn to smile, use the right intonation when serving, be a good listener, and be polite when dealing with the public. In addition, in terms of facilities, the community considers that the absence of a comfortable waiting room and queuing cards makes the service disorganized. So, in this study it can be concluded that the services at the Office of Investment and PTSP of Donggala Regency are still of low quality.

Empirical facts or problems related to the provision of services to the community. Various stories or experiences from the public as users of licensing services who complained about the

services provided by the One Stop Integrated Licensing and Investment Service (DPMPTSP) of Donggala Regency, Central Sulawesi Province, including ineffective and efficient services, unfriendly officials, process which is slow, does not update the latest regulations, services that are still traditional, the skills of the apparatus are below average. So far, the fact is that there has been no significant improvement in the implementation of licensing services.

Previous research supports the creation of good service quality, research conducted by (2020 Hidayah) Quality of Public Services (Study of Population Administration Services in Cipatujah District, Tasikmalaya Regency). The quality of public services in population administration is still not optimal. This study is a descriptive study using a qualitative approach, data collection techniques were carried out by observation, interviews and documentation. The results show that the quality of public services in Population Administration in Cipatujah District, Tasikmalaya Regency is still not optimal. (Yayat, 2017), Quality of Public Services in the Field of Population Administration in Paserjambu District, the Government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the sake of improving public services. On the other hand, community satisfaction is a measure of the success of public services provided by public service providers. (Abdussamad, 2019), The quality of public services at the Office of Population and Civil Registration of Gorontalo Regency, the findings of the study indicate that there are several things that cause services that are still not good in terms of apparatus professionalism and punctuality in work. All of these things need to be improved by taking into account the qualifications of the apparatus in providing services.

The difference between the previous research and the research is that the research objective is to find out how far the quality of fishery sector investment license services with different aspects, namely physical, reliability, response, assurance, and empathy as well as the locus located at the Investment Service & PTSP Donggala Regency, Central Sulawesi Province.

METHODS

The approach used in this research is a qualitative approach that is a research paradigm to describe events, behavior of people or a situation in a particular place in detail and in depth in the form of a narrative with the aim or goal to know information about the quality of service. Investment di Office & PTSP of Donggala Which so far is considered there are still complaints - complaints in the community or problems - problems in terms of administrative services. This research was conducted using qualitative principles. Various research information will be taken until enough to be analyzed based on procedures from qualitative methodology principles. The

research locus is located at the Investment Office & PTSP of Donggala Regency, this study uses Informants where informants are able to provide information about the research object of 5 (five) people, consisting of key informants and secondary informants. The data processed is cauldron data that is data related to categorization, kerateristic tangible questions or in the form of words. In this study the types of data obtained are primary data and secondary data. In qualitative research that becomes an instrument or research tool is the researcher himself. Data collection techniques are the most strategic step in research, namely with obseravsi and interviews. Then the data is then analyzed using analytical techniques. Michael Huberman in (Ajif, 2013), which includes three concurrent activities namely 1). Primary and Secondary Data Collection 2). Data Reduction, 3). Presentation of Data and 4). Conclusion Withdrawal (Verification).

RESULTS AND DISCUSSION

This study is based on the theory of Pararusman,(Andhini, 2017), there are five dimensions in assessing the quality of services or services, namely: 1. Tangibles; reflected in physical facilities, equipment, personnel and communication materials. 2. Reality; the ability to fulfill the promised service reliably, accurately 3. Responsiveness: ability to help customers and provide appropriate services 4. Assurance: knowledge of employees and their ability to accept trust and confidentiality 5. Empathy;(Maysaroh, 2018), to test the data on the Quality of Service Fisheries Investment Permit Service at the Investment Service & PTSP Donggala Regency.

Tangibles in the implementation of services is an important factor in facilitating service activities. Based on the results of interviews with informants, physical facilities such as waiting rooms have been provided but are not adequate. When compared with other services, this is not in accordance with the conditions it should be. Problems with office employees due to limited financial conditions, equipment and supplies usually must be adequate so that services can be maximized. Researchers also see from the perspective of the appearance of employees who are quite good in providing services, although sometimes there are obstacles from other employees who have business, as well as the completeness of facilities and infrastructure that support the process of providing services to the community. In the waiting room, additional seats are needed because the average number of people served in one working day exceeds the number of available seats. While the number of seats provided is only enough for a few people. The forms of service quality provision as physical evidence provided by operational office employees are reflected in the availability of equipment and supplies used by staff in providing services to customer satisfaction. Operationally, physical evidence in the form of: employees have a clean

and tidy appearance, physical facilities in the form of buildings, large parking lots, and clean and tidy toilets, and agencies have sophisticated and modern supporting equipment for implementing services. (Yayat, 2017).

Reliability, the quality of public services always prioritizes the interests of the community as users, the results of the informants are that so far the community connotes the services provided by government officials to the community tend to be less good and of poor quality. This can be seen from the number of complaints submitted to unscrupulous government officials who provide services to the community. One of the complaints that is often heard from the public related to government officials is that apart from being convoluted due to a rigid bureaucracy, the behavior of personnel in the apparatus is sometimes unfriendly. This is often the main reason for the community to use them to use public services. Apart from that, currently government agencies are starting to organize and compete to provide the best service for the community, the next part of the employee must be able to explain the problem along with the evidence shown to the public. In addition, the level of discipline is the most important part in providing services, upholding the discipline of time, to comply with the rules that have been set and provide services in accordance with the expectations of the community. Reliability is the ability of employees to provide reliable licensing services to the public. So that the services provided are in accordance with service standards, employees must have the ability so that they can show their performance to the community. Reliability is ability to provide service as promised Accurately and reliably Pasolong,(Hidayah, 2020).

Responsiveness, based on the results of research that with the lack of responsiveness of employees and the lack of facilities and convoluted service procedures, it creates public discomfort and boredom waiting and the number of rooms that must be entered so that it takes a lot of time for the applicant. It is known that there is great hope from the community to get faster services and hopes for the government to pay more attention to service support facilities and also the discipline of officers in providing services. Overall, when viewed from the aspect of responsiveness, it is said that it is still in an unsatisfactory condition. However, the community still accepts the service as it is because they are aware of what they cannot do. Anjay dan Goodstain (Andhini, 2017), If we want to influence someone, then the best way is to learn what he thinks, thus not only will get that information going and how to utilize it.

Assurance, based on the results of research on aspects of assurance that employees in providing services are not only required to have skills and abilities but are highly required to support ethical aspects, in this case hospitality, courtesy, have been polite and friendly in

providing services to the community, namely serving with a smile. then friendly in service and good speech to the community. This condition shows that employees are polite and friendly in serving the community and must have the ability to understand and understand the wishes of the community, politeness in providing services is important because then the community can provide good value to employees. Parasuraman, (Andhini, 2017), service quality assessment as a global consideration or attitude related to the superiority of an assessment service. Assessment of service quality is the same as individual attitudes in general towards government performance. Furthermore, it is added that the assessment of service quality is the degree and direction of the difference between customer expectations and perceptions.

Empathy (Empati) Is a firm, but attentive attitude given by employees, seen from a firm attitude but attention directed in providing solutions in accordance with problems accepted by the community or applicants who can be accepted both investment office employees always provide excellent services to all customers regardless of religion, social status, position, origin, language, skin color, education and political views. Employee care for Always put the need first. Community in service and attitude indicated by the officer in Paying attention and information to the community. As a public agency Providing services is required to Always ready to help the community. Who needs service? Concern Employees to always put priority The needs of the community will support the quality of public servants. Parasuraman, (Andhini, 2017) The implementation of public services in public organizations and private organizations must distinguish on the principles of service that reflect the equalization of services to all customers, namely the principle of equal rights that see that everyone has the same right to get quality services from service providers in this case related to the attention of employees in handling various problems in providing professional services to customers.

Based on the description above, the author analyzed in depth about the quality of waiters contained in the locus is located at the Investment Office & PTSP of Donggala Regency is that there are still various shortcomings - deficiencies among them in Tangible aspects of researchers can conclude that the quality of service of investment office employees in the provision and management of business licenses, if viewed from the tangibles dimension (physical evidence) is still not good, especially related to service facilities and infrastructure. When compared to the results of research conducted by (Ishak, 2015), namely concrete evidence or physical seismicity that shows the existence of services to external parties, including facilities, equipment, employees, communication facilities, and other supporting facilities. Related to this, from the search results of research data obtained that there is a tendency of informants who assess those

services in Biluhu Subdistrict have been done by combining service devices in accordance with the development of information technology (IT), which is seen from the use of computers and laptops in service activities.

In terms of Reliability (Reliability) the quality of employee services reviewed can be said to be good because judging from the informant statement that employees have the ability to provide reliable services, explain the problems of the investment permit management process and have a good level of discipline, So that the community as people who are served feel the direct impact that they give a positive response and create satisfaction for the performance of capital management office employees in the management of investment permits. When compared to research conducted by (Mohi & Mahmud, 2018), There are several that affect the reliability of services, namely obstacles from service providers ;p ublik, especially village government officials, namely regarding the time factor, which is caused by two things, First, the influence of government duty institutions, namely the village government is the vanguard in sub-district, district and even provincial government. This situation is due to the demand for certain needs that are urgent and must be met. Second, the barriers of society, can be categorized into two factors, namely internal factors (education / insight, physical and psychological conditions of the community).

In the responsiveness aspect has not been good because of statements from some customers who say that the service provided has not been fast and responsive to customer desires. One of the factors is the limitations of facilities and infrastructure owned by the service system is a series of mutual hooks that fully form roundness to provide the best service to the community as service users of public services. Compared to the results of previous research by (Puluadji et al., 2016) The service response contained in the Duingingi subdistrict office includes the readiness of service in helping the community and providing fast and responsive service that includes the readiness of service in serving the community, the speed of service in handling community complaints. Data found by researchers in the field showed that responsive service in the Duingingi office had been going well. The results of observations made by researchers showed that in service, officers gave a quick response in completion.

The aspect of assurance that employees in providing services is not only required a skill and ability but is very demanded to support the ethical aspect in this case polite hospitality has been polite and friendly in providing service to the community, namely serving with a smile then friendly in service and good speech to the community. This condition shows that employees are polite and friendly in serving the community and must have the ability to understand and

understand the desire of the community of decency in providing services to be important because thus the community can provide good value to employees. The results of previous research are by (Jaya, 2019), requirements and completion of incoming files and meet our immediate requirements the process never delays. Although the file is late in completion, but the possibility is related to technical matters. it is a form of a guarantee given to the community in terms of administrative services.

From the empathy aspect that there are 2 factors, supporting the interaction between the government and the community seen from the lack of approach between each other there are usually gaps experienced by the community, especially in expressing opinions. And the inhibiting factors of the investment service need to be considered, in this case the readiness of the service needs to be considered the existence of experts who can professionally organize the time to be shorter but the number of officers who are mutated makes the internal problems of the service, so that the lack of public awareness of it. In the research conducted by (Ananda et al., 2020), In the empathy aspect there are several ways such as, socialization through print media and in various social media is needed, so that the wider community knows what service innovations have been done by the hospital. Furthermore, for the hospital can be a driver to continue to improve towards the Role model of development to become a hospital that really places the community as citizens who are entitled to receive services.

CONCLUSIONS

Improving the quality of service is an innovation that must be done continuously and continuously. The concept of collaboration and partnership between government and society must synergize to advance the quality of advanced and fair bureaucratic services. But the results obtained in this study, namely the Quality of Fisheries Investment Permit Service in the Investment Office and PTSP of Donggala Regency of Central Sulawesi Province have not run-in accordance with community expectations. This can be seen from the quality of service in the process of making investment permits in terms of facilities and infrastructure, human resources, responsiveness, feedback, not in accordance with community expectations. This is greatly influenced by the lack of facilities and infrastructure which can support the quality of service, and this is less good can be seen from the lack of communication networks, The facilities and infrastructure of public service facilities in the office are very limited or inadequate.

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