

Analisis kualitas pelayanan pengurusan perizinan dan non perizinan pada masa pandemi COVID-19 di Unit Pengelola Penanaman Modal dan Pelayanan Terpadu Satu Pintu (UP PMPTSP) Kecamatan Ciracas Pemerintah Provinsi Daerah Khusus Ibukota Jakarta = Quality analysis of licensing and non licensing management services during the COVID-19 pandemic in the Unit of Integrated Investment and Services in Ciracas District, the Government of the Special Capital Region of Jakarta

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Abstrak

Pelayanan publik pada masa pandemi Covid-19 di Unit Pengelola Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kecamatan Ciracas belum memanfaatkan secara maksimal digitalisasi pelayanan. Walaupun sudah mendigitalisasi permohonan layanan perizinan, fakta di lapangan belum 100% layanan dilakukan secara digital. Dilatarbelakangi permasalahan tersebut kemudian dirumuskan pertanyaan penelitian bagaimana kualitas pelayanan pengurusan perizinan dan non perizinan pada masa pandemi COVID-19 di UPMPTSP Kecamatan Ciracas. Tujuan penelitian ini adalah untuk menganalisis kualitas pelayanan pengurusan perizinan dan non perizinan pada masa pandemi COVID-19 di UP PMPTSP Kecamatan Ciracas. Teori yang digunakan pada penelitian ini adalah teori Servqual dari Parasuraman dengan 10 aspek dimensi antara lain Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding, Tangibles. Pendekatan pada penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data berupa survei kuesioner, wawancara, dan observasi. Hasil penelitian menunjukkan kualitas pelayanan perizinan dan non perizinan di UP PMPTSP Kecamatan Ciracas, termasuk dalam kategori baik. Saran yang dapat diberikan antara lain: pada Dimensi Reliability yaitu menyederhanakan alur pelayanan perizinan dan non perizinan, sehingga pelayanan sesuai dengan yang dijanjikan dan dapat dihandalkan, Dimensi Responsiveness yaitu menyederhanakan alur pelayanan perizinan dan non perizinan, sehingga pelayanan menjadi lebih cepat, Dimensi Competence yaitu UP PMPTSP Kecamatan Ciracas agar memberikan pelatihan, sosialisasi dan motivasi kepada pegawainya untuk meningkatkan keterampilan dan pengetahuan yang dibutuhkan, Dimensi Security yaitu UP PMPTSP Kecamatan Ciracas dapat menyediakan tempat penyimpanan atau pengarsipan yang lebih rapih agar terjamin keamanan dan kerahasiaannya.

.....Public services during the Covid-19 pandemic at the Investment Management Unit and One- Stop Integrated Services, Ciracas District, have not taken full advantage of the digitization of services. Even though the application for licensing services has been digitized, the facts on the ground are that not 100% of the services are done digitally. Against this background, a research question was formulated on how the quality of licensing and non-licensing services during the COVID-19 pandemic was formulated at UPMPTSP, Ciracas District. The purpose of this study was to analyze the quality of licensing and non-licensing services during the COVID-19 pandemic at UP PMPTSP, Ciracas District. The theory used in this study is the Servqual theory from Parasuraman with 10 dimensions including Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding, Tangibles. The

approach in this study uses a quantitative approach with data collection techniques in the form of questionnaire surveys, interviews, and observations. The results showed that the quality of licensing and non-licensing services in UP PMPTSP, Ciracas District, was included in the good category. Suggestions that can be given include: the Reliability Dimension, which simplifies the flow of licensing and non-licensing services, so that services are as promised and reliable, the Responsiveness Dimension, which simplifies the flow of licensing and non-licensing services, so that services become faster, Competence Dimensions, namely UP PMPTSP Ciracas District in order to provide training, socialization and motivation to its employees to improve the skills and knowledge needed, the Security Dimension, namely UP PMPTSP Ciracas District can provide a neater storage or archiving place to ensure security and confidentiality.