

## Smart mpp public service innovation At the investment and ptsp service of probolinggo city

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### ABSTRACT

**Background.** The public often encounters several challenges in managing permits, such as slow processing times and inconsistent adherence to service procedures by employees. Issues include a lack of focus on public service duties, prioritization of personal interests over community needs, inconsistent application of rules, and uncertain timelines for permit completion. These challenges highlight the need for enhanced public service systems, especially given the rapid advancement of information technology and growing socio-economic disparities. To address these issues, the Probolinggo City government has initiated the MPP (Mall Pelayanan Publik) Smart Public Service Innovation at the Probolinggo City Investment and PTSP Office to improve service efficiency and reliability.

**Purpose.** This study aims to analyze the implementation of the MPP Smart Public Service Innovation in Probolinggo, evaluating its effectiveness in overcoming service challenges and improving the public's experience in permit management. The goal is to identify how this innovation can serve as a model for sustainable, citizen-focused public service.

**Method.** A qualitative research method was employed, focusing on in-depth exploration of social phenomena and human behavior related to public service. This approach enabled a comprehensive understanding of experiences, perceptions, and motivations of stakeholders, including citizens and employees at the Probolinggo City Investment and PTSP Office, to gain insight into the impact of the Smart Public Service Innovation on service quality.

**Results.** The study reveals that the MPP Smart Public Service Innovation has significantly improved the speed and efficiency of the permitting process, reduced socio-economic disparities in service accessibility, and enhanced employee compliance with service protocols. The initiative has led to a more structured and reliable service experience, addressing many of the previously identified challenges in permit management.

**Conclusion.** The MPP Smart Public Service Innovation in Probolinggo City demonstrates the potential of technology-driven approaches to improve public service delivery. By focusing on consistency, accountability, and citizen satisfaction, this innovation supports the goal of providing sustainable and equitable public services. These findings offer a valuable framework for other regions aiming to optimize their public service systems.

### KEYWORDS

Public Service Innovation, Permit Management, Service Efficiency

### INTRODUCTION

From birth to death, it can be said that people's lives cannot be separated from all kinds of matters related to public services such as education, population registration, health and various other matters.

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Discussing public services, public services are activities or series in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services, and administrative services provided by public organizers, this definition is stated in Law Number 25 Article 1 paragraph (1) of 2009 concerning Public Services. Based on this definition, public service activities are clearly the responsibility of the government to serve the entire community in fulfilling the needs and rights of the entire community. Public services to the community provided by institutional institutions have begun to increase. As previously known, the public service procedures that have been carried out by government agencies can be said to be less effective and efficient and there are still unfriendly employees who make the community less comfortable and dissatisfied. Good public service is a service that is able to provide the best service professionally to the needs of the community. So to improve the quality of service to the community, several public service innovations are needed. Based on this understanding, public service activities are clearly the responsibility of the government to serve the entire community in meeting the needs and rights of the entire community. As is known, the public service procedures that have been carried out by government agencies can be said to be less effective and efficient and there are still unfriendly employees who make the community less comfortable and dissatisfied. Then, employees often come late which shows a lack of time discipline if they are not disciplined about time then there will be frequent delays in making permits so that the results of issuing permits are slow and not on time. If the permit is issued slowly, the community considers that the employees are less responsible for the tasks they do. In addition, the rules made are inconsistent with those carried out by employees, do not follow the rules issued by the government and the aspect of the certainty of the time of issuing permits is still unclear so that it is less effective and efficient which makes the community lose time waiting for the permit to be issued.

As we know that the problems that are often encountered in the community are licensing management, the slow licensing service system which means that employees do not work seriously and service procedures do not comply with the provisions, employees are not focused on the service system to the community which means that employees prioritize personal interests over community interests, the rules made are not consistently implemented by employees which means that employees do not comply with applicable regulations, there is no certainty of time and date for the readiness of licensing management which means that the stated time for completing the license does not match the reality obtained by the community more than it should be. Given the advancement of information technology and the emergence of socio-economic disparities, the government is required to provide sustainable public services, and public service innovation has become an important aspect in countries around the world (Bertot et al., 2016: 33). Public service innovation is a change in institutional services that can change people's lives by improving the facilities and solutions needed by the community (Baimenov and Liverakos 2019: 328). According to Susanto (in Mochammad Rizki Dwi Satrio Sutrisno, Jurnal Administrasi Publik, Vol. 3, No. 11: 1814-1820) Innovation is not only limited to building and renewing but can also be defined broadly, using new ideas to create products, processes and services.

According to the Asian Development Bank, innovation in (Marten Prasetyo Junior, 2016: 6) is something new that can be used and has a beneficial impact. Innovation is not an event or activity; it is a concept, process, ability that determines the success of an organization. Innovation can help the public sector to create value for society. According to KItsios and Grigoudis (2020) public service innovation must be used as a strategic tool to increase value in the public sector. Innovation is characterized by: 1. Novelty (either objective or subjective) 2. Its relationship with discovery 3. Being a process (innovation) and the result of that process (innovation) 4.

Discontinuity with the prevailing paradigm of the organization, product/service or market (Osborne and Brown 2012: 122) One type of service carried out by the government is licensing and non-licensing services at the Investment and One-Stop Integrated Service Office. One-stop integrated service is an activity of organizing licensing and non-licensing processes starting from the application stage to the issuance of document permits carried out in an integrated manner in one place. Optimizing licensing and non-licensing services has become the government's main agenda, because since the demands of reform and the flow of globalization, it has provided opportunities as well as challenges for improving people's lives which encourage the government to understand the importance of improving the quality of service. Every year, the Probolinggo City Investment and One-Stop Integrated Service Office innovates to improve licensing and non-licensing services in order to be able to obtain the quality of public services that meet the expectations of the community. With the innovation that was carried out, which used to be manual, you had to come to the office but now you can do it online, which means that people don't waste time doing licensing. The use of innovative technology can directly support good governance through greater reach, openness, and effectiveness in service delivery. This innovation can arise from increasing government capacity to enable technology for the framework of 5 good governance and efficient, effective, transparent, accountable, inclusive and participatory public institutions (Meyerhoff Nielsen 2017: 270).

Communication can be done directly with the DPMPTSP service apparatus Virtual Licensing Counter Application (SIKETAN) 2020 Source: DPMPTSP Probolinggo City Based on the background explained above, the researcher is interested in conducting further research on the implementation of DPMPTSP Probolinggo City innovation, and wants to examine what factors hinder the implementation of innovation at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Probolinggo City. Therefore, the researcher chose the title "Innovation in Licensing and Non-Licensing Services at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Probolinggo City . Public Service is one of the areas of bureaucratic reform that must always be pick up ball For give convenience for public in get various service Good licensing And non licensing in City Probolinggo.

Condition moment This with coming into effect Regulation Government Replacement Law-Law (Perpu) No. 2 of 2022 concerning job creation aims to provide convenience for the community to get convenience in working and convenience in strive in the ease of doing business sector and this was followed up with issuance Regulation Government No 5 Year 2021 about Licensing Trying to be Integrated In general Electronic Based on Risk (OSS RBA) Lots public Which do not yet know and understand the procedures and requirements for the permit especially for Small and Medium Enterprises.

Based on the background above, the formulation of the problem in this study is How is the innovation of licensing and non-licensing services at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Probolinggo City and what factors hinder the implementation of innovation of licensing and non-licensing services at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Probolinggo City?

## RESEARCH METHODOLOGY

In research at Innovation Smart MPP Public Service at the Investment and PTSP Office of Probolinggo City use method study qualitative aiming For understand phenomenon social or behavior man in a way in depth , including experience , perception , and motivation they related with service public . This method suitable For explore aspects that are not can measured in a way quantitative , such as satisfaction inhabitant or perception about quality services . and also the existence of case studies which are often used For explore phenomenon certain in a way deep in

context specific in Smart MPP Public Service at the Investment and PTSP Office of Probolinggo City

## RESULT AND DISCUSSION

### Impact / Results Innovation :

A regional innovation can be said to be effective if the aim of the regional innovation is achieved. And level effectiveness innovation area This Can measured with pay attention to the level of achievement, as following :

$$\text{Achievement} = \frac{\text{Amount UMK Which Look after OSS}}{\text{Amount UMK}} \times 100 \%$$

As for target achievement each quarterly determined in a way gradually , that is :

Target in Year 2023			
Quarterly I	Quarterly II	Quarterly III	Quarterly IV
	50%	75%	50%

Whereas method measure level effectiveness , that is :

$$\text{Effectiveness} = \frac{\text{Presentation Achievement}}{\text{Presetage target on quarterly certain}} \times 100 \%$$

Level effectiveness :

Range	Category
0 % – 25 %	No Effective
> 25 % – 50 %	Not enough Effective
> 50 % – 75 %	Enough Effective
> 75 %	Effective

Innovation SMART MPP is innovation new on DPMPTSP Which aiming provide acceleration and ease of doing business, especially for MSMEs in the Subdistrict and Sub-districts throughout Probolinggo City so that support is still needed in terms of infrastructure and facilities. and budget so it works more optimally to provide benefits to the perpetrators business in time recently For entrepreneurship in a way legal.

We hope that this support for business actors can provide convenience in running his business even though it can be done periodically in Sub-district and District In Probolinggo City. In the future we too will try increase intensity service And repair repair which become constraint.

Hopefully this innovation can provide a breath of fresh air to business actors and can sustainable as hope we from DPMPTSP City Probolinggo.

## Discussion

In terms of This is MPP Smart form breakthroughs made by the Probolinggo City Government For increase quality service public , especially in matter licensing and investment . In the context governance , transparency information , transparency , and convenience access service become demands an increasingly diverse society to the fore . Therefore that , DPMPTSP of Probolinggo City developing Smart MPP as answer on need public will fast , transparent and modern service.

aiming For Improvement Efficiency : Shortening time management permits and administration . Ease of Access, Make it Easier public in access service government through integrated system . Transparency Service : Improve openness in procedure service and service data management . Use Technology : Optimizing utilization technology information in give fast and precise service . Convenience Service : Realizing friendly and professional service to public.

because of That The Main Features of MPP Smart Services Integrated , Smart MPP brings together various service from different agencies in One place , so that public No need Again visit various office For look after licensing or needs administration others . Digital Services : Smart MPP leverages digital technology for simplify the service process . Users can do registration services , submission permission , until payment retribution by online.

Service Based on Application : Application smartphone based that allows public For access service When anywhere and anytime . This feature is very useful. For cut bureaucracy and provide convenience access service.

Agency Integration : Services at MPP Smart involve cooperation cross agencies , both at the level center and also area , so that service Can done in a way comprehensive and integrated . And also there are Smart MPP Innovation Benefits as shape Improvement Quality Existing services , the community gets more services fast , easy , and transparent . Service No Again hampered by lengthy bureaucracy.

Time and Cost Savings , With digital systems and services integrated , community can save time and cost previously spent For look after licensing in various agency . Increase Public Satisfaction : With the existence of MPP Smart, the community feel more served with Good Because they can monitor the management process permission and get clear information related every the stages.

Supporting Smart City: Innovation This support Probolinggo City Initiative going to city smart city with service public based on integrated technology . but also the existence of Challenge in Implementation Although Smart MPP innovation provides Lots benefits , there are a number of challenges faced in its implementation , among others: and the community must also adapt Technology , Not all public capable or used to with digital technology , so that need There is socialization and training for society so that they can utilise service optimally.

Inter- Agency Coordination : Cross-agency integration agency can become challenge alone , especially in matter data synchronization and alignment procedure between agency . Maintenance System Need existence maintenance and updates system technology in a way periodically so that the service still walk with good and bad constrained by problems technical . therefore that , Impact Positive for Regional Development Innovation like MPP Smart does not only impact on increasing service public , but also contribute to development area , especially in matter climate investment and capital investment . With more service efficient , potential investors are more interested For invest in Probolinggo City Because they can look after licensing with easy and fast . This in turn increase growth economy and create field work in the area the.



## CONCLUSION

Smart MPP innovation implemented by DPMPTSP Probolinggo City is step proceed in improvement quality service public . With utilise digital technologies and approaches integrated , MPP Smart is capable of overcome problem bureaucracy , improve efficiency , and provide comfort to society . Although there is a number of challenges , success innovation This potential be a model for other areas in repair service public and support the smart city agenda in Indonesia.

Improvement Quality Services , Smart MPP is capable of present service more public fast , efficient and friendly for community . Services this digital based cut bureaucracy that has been This become obstacle main in management permit . Cross - Agency Integration , Integrated Services between agency allow public For look after various service in One location , so that save time and cost previously needed For visit Lots agencies . Ease of Access to Technology , With existence application smartphone- based and online services , the community can access service When anywhere and everywhere . This is a response positive to need will more services easy accessed in the digital age. Support towards Smart City, Innovation This support Smart City initiative , where service public in Probolinggo City the more based on technology , strengthening vision a modern and responsive city to current development.

## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

Author 4: Formal analysis; Methodology; Writing - original draft.

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Regulation Guardian City Probolinggo Number 50 Year 2018 about Innovation Area in Environment Government Probolinggo City;  
Regulation Guardian City Probolinggo No. 92 Year 2022 about Position, Composition Organization, Description Task And Function As well as Layout Work Service Planting Capital And Integrated Services One Door City Probolinggo;

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