

## Research Article

# Level of Community Satisfaction with Business Licensing Services Through the OSS RBA System at the One-Stop Integrated Investment and Licensing Services (DPMPTSP) in Bengkulu City

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**Abstract.**

This study aims to determine the level of community satisfaction in business licensing services through the OSS RBA system at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) in Bengkulu City. This study used a quantitative research with descriptive survey methods and data analysis techniques using community satisfaction index analysis techniques based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017. Data collection was carried out using questionnaires, observation, and documentation. The study population comprised 76 registered service users. The sampling technique used was saturated sampling. Based on the results of the research, community satisfaction in business licensing services through the OSS RBA system at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City has been going very well where the results were concluded as follows: (1) Requirements had an interval value of 4.42 was considered very good category; (2) Systems, mechanisms, and procedures with an interval value of 4.47 as very satisfactory; (3) Completion time with an interval value of 4.38 as satisfactory; (4) Costs/tariffs with an interval value of 4.85 as satisfactory; (5) Product specifications and type of service with an interval value of 4.40 as satisfactory; (6) Executor competency with an interval value of 4.27 as satisfactory; (7) Executor's behavior with an interval value of 4.57 as satisfactory; (8) Handling of complaints, suggestions and feedback with an interval value of 4.44 as satisfactory; (9) Facilities and infrastructure with an interval value of 4.36 as satisfactory, with an "A" value and the performance of the service unit as extremely satisfactory.

**Keywords:** community satisfaction, public service, business licensing

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## 1. Introduction

Online services are form of technological progress which is part of mandatory government affairs, namely at the aspect of communication and information technology, wich is not to basic service. Providing online services by utilizing advances in communication anda information technology, a service that is easier, more effective and efficient will be created. This in a smart program for government in regional government by providing exellent service to the community.

The government has duty to provide public service as mandate by law, namely Undang-Undang Nomor 25 Tahun 2009 Tentang Pelayanan Publik. Article 1 (one) UU Pelayanan Publik states that “Public services are activities in the context of fulfilling service needs and resident for goods, services and/or administrative services provided by public service providers”.

Furthermore, based Peraturan Menteri Pendayaan Aparatur Negara dan Reformasi Birokrasi Nomor 19 Tahun 2021 tentang Standar Pelayanan di Lingkungan Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi. The regulation requires every public service provider to determine and implement public service standarts for each type of service determined by the head of organizer public service. One of the government offices that provides public service to the community is Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Bengkulu, the form of service provided is the implementation of risk based business licensing through the online single submission system (*Penyelenggaraan Perizinan Berusaha Berbasis Resiko Melalui Sistem Online Single Submission*). This system is a form of innovation based on information anda telecommunication technology, used to provide data and information service facilities needed in the licensing sector to simplify and speed up licensing services for those who need them. The online single submission system is implementation Undang-Undang Cipta Kerja, Risk based OSS must be used by business actors, ministries/institutions, regional government, special economic zone (KEK), and the free port free trade zone management agency (KPBPB), wich is managed by Dinas Penanaman Modal dan Perizinan Terpadu Satu Pintu Kota Bengkulu (DPMPTSP). [1]

Implementation of bussiness licensing services through the OSS RBA system by bussiness as users accessing online teh OSS/RBA website, namely <https://oss.go.id>. Meanwhile, other permit can be accessing on the website <https://dpmpmsp.bengkulukota.go.id/>. for pendaftaran pedampingan OSS dan SIPPADEK services, layanan OSS, Sistem Informasi Layanan Perizinan Daerah Kito, Lacak Posisi Izin, Regulasi Mekanisme, Website Informasi, Simulasi Hitung Bangunan (Sihiba) dan Layanan Hallo PTSP. [2]

The following is data using online service via the online single submission-risk based approach (OSS-RBA) electronic system at Dinas Penanaman Modal dan Pelayanan Terpadu Satu Atap Kota Bengkulu in February 2023.

TABLE 1: Gender Of Bussiness Actor.

Gender	Total
Men	164
Women	121
Total= 285	

Source: Dinas DPMPTSP Kota Bengkulu

From the table above, it can be seen that the number of business acators who registtered via the single submission-risk based approach (oss-rba) online electronic at Dinas Penanaman Modal dan Pelayanan Terpadu Satu Atap Kota Bengkulu periode 01 February to 23 February was 285 peoples. Wich is divided into business actors with 164 men and 121 women. Furthermore, the researchers also surveyed the education level of business actors in Bengkulu city namely as follows:

TABLE 2: Level Of Education.

Education Level	Total
Elementary School	5
Junior High School	3
High School	93
Diploma	70
Bachelor	101
Master	12
Total= 285	

Source: Dinas DPMPTSP Kota Bengkulu

Based on the table above, it is known that business actors who access the single submission-risk approach (oss-rba) online electronic system at Dinas Penanaman Modal dan Pelayanan Terpadu Satu Atap are dominated by business actors with a bachelor's degree, namely 101 people, followed by business actors. There are 93 people with high school education, then 70 people with a diploma, 12 people with a master's degree, 5 people with elementary school education and 3 people with a junior high school education level who are business people.

The result of initial obserbation made by researchers with Dinas Penanaman Modal dan Pelayanan Terpadu Satu Atap Kota Bengkulu show that are still obstacles faced by the community when processing NIB, when registering via OSS account the application often experiences problems or goes down when opened at working hours. Disruption

to OSS application often occur because the OSS system is accessed by all business actors in Indonesia.

Meanwhile, the main objective of public services is to provide the best service and provide satisfaction to the public who use services. This satisfaction can be realized if the service provided is in accordance with the established service standards. "Given the above problems, the author is interested in finding out the level of public satisfaction with business licensing service the RBA\_OSS system at Dinas Penanaman Modal dan Pelayanan Terpadu Satu Atap (DPMPTSP) Kota Bengkulu.

## 2. Methods

this research uses a quantitative type of research with a survey method with a descriptive level of explanation, because from the result of the survey the researcher wants to produce data in the form of a description with sentences regarding the level of community satisfaction with business licensing service through the OSS-RBA system at DPMPTSP Kota Bengkulu. The population in this study were users of business licensing services through the OSS-RBA system at DPMPTSP Kota Bengkulu with a total of 285 business actors who registered during February 2023. The sampling technique used by researchers was Non Probability Sampling, namely Saturated Sampling technique. According to Sugiyono [2], the Saturated Sampling technique is a sample determination technique when all members of the population are used as samples. The data collection techniques used by researchers are observation and questionnaires.

## 3. Results and Discussion

Researchers describe the research results in the form of tables and graph based on elements/indicators measuring community satisfaction surveys. The following are result of research on community satisfaction in business licensing registration services at DPMPTSP kota Bengkulu.

### 3.1. Requirements

Requirements are conditions that must be met in managing a type of service, management requirements, both administrative requirements and registration requirements for user of business licensing service through the OSS-RBA system. The procedure for

processing business permits is through the OSS-RBA system which is carried out at DPMPTSP kota Bengkulu.

The following is an overview of the service requirements at DPMPTSP kota Bengkulu:

TABLE 3: (Question No.1).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
23	45	8	0	0	319

Description: Value =  $(23 \times 5) + (45 \times 4) + (8 \times 3)$

**The table 5.6** displays the outcome of question 1, specifically on the questionnaire form, which pertains to information concerning the criteria for handling business licensing via the RBA OSS system on the website. Based on this statement, it is evident that 23 individuals responded with “Very Satisfied,” whereas 45 individuals responded with “Satisfied.” Out of the total number of respondents, 8 individuals were uncertain, and none of them expressed dissatisfaction or strong dissatisfaction. Consequently, the cumulative score was 319.

TABLE 4: (Question No 2).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
37	30	6	3	0	329

Description: Value =  $(37 \times 5) + (30 \times 4) + (6 \times 3) + (3 \times 2)$

**Table 5.7** The above is the outcome of question number 2 on the questionnaire sheet, specifically concerning the clarity and comprehensibility of the information on the prerequisites for business licensing registration using the OSS RBA system. Based on this statement, it is evident that 37 individuals responded with “Very Satisfied,” whereas 30 individuals responded with “Satisfied.” There were 6 individuals who had not made a decision, 3 individuals expressed their dissatisfaction, and no one indicated being “Very Dissatisfied”. Upon completion of the calculations, a cumulative score of 329 was achieved.

TABLE 5: (Question No 3).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
32	35	6	3	0	324

Description: Value =  $(32 \times 5) + (35 \times 4) + (6 \times 3) + (3 \times 2)$

The table 5.8 represents the outcome of question 3 on the questionnaire, specifically addressing the administrative prerequisites that need to be completed prior to initiating

the registration procedure, which are characterized by their ease of fulfillment and lack of complexity. According to this statement, 32 individuals expressed their satisfaction as “Very Satisfied,” while 35 individuals expressed their satisfaction as “Satisfied.” There were 6 individuals who had not made a decision, 3 individuals expressed their dissatisfaction, and no one indicated being “Very Dissatisfied”. The computed sum yields a total value of 329.

The overall value of the perception of each question is derived from the three statements provided. The perception values for question 1, 2, and 3 are 319, 329, and 324, respectively. The perceived value of the Requirements indicator is 324. By computing the mean value of the Requirements indicator, which is 4.42, it can be inferred that public satisfaction with the requirements indicator falls inside the “Very Satisfied” classification.

### 3.2. System, Mechanism and Procedure

Systems, mechanisms, and procedures are standardized protocols for service suppliers and recipients, encompassing complaints as well. The subsequent passage provides an overview of the services offered by the One-Stop Integrated Investment and Licensing Service Office (DPMPTSP) in Bengkulu City, specifically focusing on the System, Mechanism, and Procedure services.

TABLE 6: (Question No 4).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
55	16	5	0	0	354

Description: Value =  $(55 \times 5) + (16 \times 4) + (5 \times 3)$

The table 5.9 displays the outcome of question 4 on the questionnaire sheet, which pertains to the procedure or mechanism of obtaining a business license. According to this statement, 55 individuals expressed their satisfaction as “Very Satisfied,” whereas 16 individuals indicated their satisfaction as “Satisfied.” Out of the total of 354 respondents, 5 individuals were uncertain, while none of them expressed “Dissatisfied” or “Very Dissatisfied” as their answer.

TABLE 7: (Question No 5).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
28	43	4	1	0	326

Description: Value =  $(28 \times 5) + (43 \times 4) + (4 \times 3) + (1 \times 2)$

The table 5.10 displays the outcome of question 5 on the questionnaire sheet. This issue pertains to the availability and accessibility of information on business licensing registration procedures through the OSS RBA system. Based on this remark, it is evident that 28 individuals responded with the answer “Very Satisfied”. A total of 43 individuals responded with the answer “Satisfied”. Out of the 4 individuals surveyed, only 1 person responded with “Dissatisfied”, while none of them responded with “Very Dissatisfied”. As a result, the overall score received was 326.

The total value of the perception of each question is derived from the two aforementioned assertions. The perception score for question 4 is 354, while the perception score for question 5 is 326. The perceived value of the Requirements indicator is 340.

By computing the mean of the System, Mechanism, and Procedure indicators, which yields a value of 4.47, it can be inferred that public satisfaction in indicator 2, System, Mechanism, and Procedure, falls inside the “Very Satisfied” classification.

### 3.3. Duration of Completion

The completion time refers to the duration needed to finish all service processes for each specific type of service. This duration is quantified by two distinct elements. The subsequent text provides an elucidation of the Settlement time service offered at the Bengkulu City One-Stop Integrated Investment and Licensing Service Office (DPMPSTP).

TABLE 8: (Question No 6).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
30	36	10	0	0	324

Description: Value = (30x5)+(36x4)+ (10x3)

The table 5.11 displays the outcome of question 6 on the questionnaire form. This question pertains to the prompt regarding employees delivering services promptly and in compliance with established service standards. Based on this statement, it is evident that 30 individuals responded with “Very Satisfied” and 36 individuals responded with “Satisfied.” There were 10 individuals who were unsure, and none of them responded with “Dissatisfied” or “Very Dissatisfied”. Upon doing the necessary calculations, a cumulative score of 324 was derived.

The table 5.12 displays the outcome of question 7 on the questionnaire sheet. This question pertains to the prompt on the issuance of the business license immediately after completing the business licensing registration process using the OSS RBA system. Based on this statement, it is evident that 48 individuals responded with “Very Satisfied,”

TABLE 9: (Question No 7).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
48	19	9	0	0	343

Description: Value =  $(48 \times 5) + (19 \times 4) + (9 \times 3)$

y

whereas 19 individuals responded with “Satisfied.” There were 9 individuals who had not made a decision, and 0 individuals responded with “Dissatisfied” or “Very Dissatisfied”. The resulting sum is 343 after performing the calculation.

The total value of the perception of each question is derived from the two aforementioned assertions. The cumulative perception score for question No. 6 is 324, whereas the cumulative perception score for question No. 7 is 343.

Based on the computation of the mean value of the Requirements indicator, which is 4.38, it can be inferred that public satisfaction with indication 3, Completion Time, falls into the “Very Satisfied” group.

### 3.4. Charges/Rates

Fees or tariffs are charges imposed on service receivers for the management and provision of services by the organizer. The specific amount is set through an agreement between the organizer and the community. Costs/tariffs are quantified by two distinct elements. The subsequent text provides an elucidation of the cost/tariff service offered at the Bengkulu City One-Stop Integrated Investment and Licensing Service Office (DPMPTSP).

TABLE 10: (Question No 8).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
59	14	3	0	0	378

Description: Value =  $(59 \times 5) + (14 \times 4) + (9 \times 3)$

The table I 5.13 displays the outcome of question 8 on the questionnaire sheet. This question pertains to employees explaining the concept of registration fees, specifically those that are free of charge. According to this statement, 59 individuals expressed their satisfaction as “Very Satisfied,” whereas 14 individuals indicated their satisfaction as “Satisfied.” Three individuals were indecisive, and there were no respondents who chose “Dissatisfied” or “Very Dissatisfied” as their choice. Upon doing the calculations, a cumulative score of 378 was derived.



TABLE 11: (Question No 9).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
61	12	1	2	0	360

Description: Value =  $(61 \times 5) + (12 \times 4) + (1 \times 3) + (2 \times 2)$

The table 5.14 displays the outcome of question 9 on the questionnaire sheet, specifically addressing the level of community satisfaction regarding financing. Based on this statement, it is evident that 61 individuals responded with “Very Satisfied” and 12 individuals responded with “Satisfied.” One individual was indecisive, two individuals responded with “Dissatisfied,” and there were no responses indicating “Very Dissatisfied.” Upon computation, a final sum of 360 was derived.

The total value of the perception of each question is derived from the two aforementioned assertions. Question No. 8 has a perception value of 378, whereas question No. 9 has a perception value of 360.

By computing the mean value of the Cost/Tariff indicator as 4.85, it can be inferred that public satisfaction with the Cost/Tariff indicator falls inside the “Very Satisfied” classification.

### 3.5. Product Specifications Service Category

Specification of Service Type Products are the outcomes of services that are delivered and received in line with established terms and conditions. This service product is the outcome of specifying each type of service. The measure of service type requirements is determined by a single statement item, specifically connected to the service outcomes received in compliance with the established expectations and conditions. The text provides a description of the Service Type Specification Products available at the One-Stop Integrated Investment and Licensing Service Office (DPMPTSP) in Bengkulu City.

TABLE 12: (Question No 10).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
40	27	9	0	0	335

Description: Value =  $(40 \times 5) + (27 \times 4) + (9 \times 3)$

The table 5.14 displays the findings from question 10 on the questionnaire. This question pertains to the presence of a complaint/suggestion box in the form of Phone/SMS/Email, which allows the public to submit complaints, feedback, or recommendations. Based on this statement, it is evident that 40 individuals responded

with “Very Satisfied” and 27 individuals responded with “Satisfied.” Out of the total number of respondents, 9 individuals were indecisive, while none of them expressed dissatisfaction or strong dissatisfaction. As a result, the overall score reached 335.

By computing the mean value of the Product Specification Type of Service indication as 4.40, it can be inferred that public satisfaction in this indicator falls under the “Very Satisfied” classification.

### 3.6. Proficiency Of The Implementer

Implementer competence refers to the essential qualities that an implementer must possess, such as knowledge, expertise, abilities, and experience. Executor Competence is assessed using two statement items. The subsequent passage provides a detailed account of the Executor Competence service offered at the Bengkulu City One-Stop Integrated Investment and Licensing Service (DPMPTSP) Office.

TABLE 13: (Question No 11).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
29	39	8	0	0	325

Description: Value =  $(29 \times 5) + (39 \times 4) + (8 \times 3)$

The table 5.16 represents the outcome of question 11 on the questionnaire sheet. This question pertains to the proficiency, attentiveness, and meticulousness of employees in delivering services. According to this statement, 29 individuals expressed their satisfaction as “Very Satisfied,” while 39 individuals expressed their satisfaction as “Satisfied.” Out of the total of 325 respondents, 8 individuals were unsure, and none of them expressed their dissatisfaction as “Dissatisfied” or “Very Dissatisfied”.

TABLE 14: (Question No 12).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
35	33	7	1	0	330

Description: Value =  $(35 \times 5) + (33 \times 4) + (7 \times 3) + (1 \times 2)$

Table 5.17 above is the result of question number 12 on the questionnaire sheet, namely about employees being able to explain/explain the information and systematically needed. From this statement it is known that 35 people answered “Very Satisfied,” 33 people answered “Satisfied” 7 people were undecided, 1 person was “Dissatisfied” and no one answered “Very Dissatisfied”. After being calculated, a total value of 330 was obtained.

From the two statements above, the total value of the perception of each question is obtained. The total perception value of question no. 11 is 325 and the total perception value of question No. 12 is 330.

Based on the calculation of the average value of the Executor Competency indicator with a value of 4.27, it can be concluded that public satisfaction in the Executor Competency indicator is in the “Very Satisfied” category.

1. Executor Behavior

Executor behavior refers to the demeanor and conduct of officers when delivering services. The Executor Behaviour indicator consists of three question items. The subsequent passage provides a detailed account of the Executor Behaviour service offered at the Bengkulu City One-Stop Integrated Investment and Licensing Service (DPMPTSP) Office.

TABLE 15: (Question No 13).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
37	31	8	0	0	333

Description: Value =  $(37 \times 5) + (31 \times 4) + (8 \times 3)$

The table 5.18 displays the outcome of question 13 on the questionnaire sheet. This question pertains to the conduct of executors in delivering proficient, cautious, and comprehensive employee services. Based on this statement, it is evident that 37 individuals responded with “Very Satisfied,” whereas 31 individuals responded with “Satisfied.” There were 8 individuals who were unsure, and none of them responded with “Dissatisfied” or “Very Dissatisfied”. Upon doing the necessary calculations, a final score of 333 was derived.

TABLE 16: (Question No 14).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied	Total Score
41	25	8	2	0	333

Description: Value =  $(41 \times 5) + (25 \times 4) + (8 \times 3) + (2 \times 2)$

Table 5.19 above is the result of question number 14 on the questionnaire sheet, namely about the behaviour of executors in providing skilled, careful and thorough employee services. From this statement it is known that 37 people answered “Very Satisfied,” 31 people answered “Satisfied” 8 people were undecided, and no one answered “Dissatisfied” and “Very Dissatisfied”. After calculating, the total score is 333.

TABLE 17: (Question No 15).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
61	14	1	0	0	379

Description: Value =  $(41 \times 5) + (25 \times 4) + (8 \times 3) + (2 \times 2)$

The table 5.20 displays the findings of question 15 on the questionnaire, which pertains to the behavior and attitudes of employees in providing services, indicating that they are highly positive and friendly. According to this statement, 61 individuals responded with “Very Satisfied” and 14 individuals responded with “Satisfied.” One individual remained indecisive, but there were no responses indicating “Dissatisfied” or “Very Dissatisfied”. The entire value, after doing the necessary calculations, is 379.

The overall value of the perception of each question is derived from the three statements provided. Question No. 13 has a perception value of 333, question No. 14 has a perception value of 333, and question No. 15 has a perception value of 379. The Implementing Behaviour indication has a perceived score of 348.

By computing the mean value of the Executor Behaviour indicator as 4.57, it can be inferred that public satisfaction in the Executor Behaviour indicator falls under the “Very Satisfied” classification.

### 3.7. Dealing With, Addressing, And Managing Complaints, Suggestions, And Feedback

The process of resolving complaints, suggestions, and feedback involves the implementation of complaint resolution procedures and ensuring that follow-up actions are taken. The evaluation of complaints, ideas, and comments is assessed using three specific question items. The subsequent text provides an overview of the services offered at the Bengkulu City One-Stop Integrated Investment and Licensing Office (DPMPTSP), specifically focusing on Handling, Complaints, Suggestions, and Feedback.

TABLE 18: (Question No 16).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
66	6	4	0	0	366

Description: Value =  $((41 \times 5) + (25 \times 4) + (8 \times 3) + (2 \times 2))$

The table 5.21 displays the outcome of question 16 on the questionnaire form. This question pertains to how employees address and take responsibility for complaints, ideas, and input. According to this statement, it is evident that 66 individuals responded

with “Very Satisfied.” 6 individuals responded with the indication of “Satisfied”. There were 4 individuals who were uncertain, and 0 individuals responded with “Dissatisfied” or “Very Dissatisfied.” Upon completing the calculations, the final score amounted to 366.

TABLE 19: (Question No 17).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
33	40	2	1	0	333

Description: Value  $= (33 \times 5) + (40 \times 4) + (1 \times 3)$

The table 5.22 displays the outcome of question 17 on the questionnaire form. This question pertains to how employees respond to, handle, and take responsibility for complaints, ideas, and input. Based on this statement, it is evident that 33 individuals responded with “Very Satisfied” and 40 individuals responded with “Satisfied.” Two individuals were indecisive, one individual responded with “Dissatisfied,” and no one provided a response of “Very Dissatisfied.” Upon performing the necessary calculations, the resulting total value is 333.

TABLE 20: (Question No 17).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
42	33	1	0	0	345

Description: Value  $= (33 \times 5) + (40 \times 4) + (1 \times 3)$

The table 5.23 represents the outcome of question 18 in the questionnaire, which pertains to the monitoring of complaints/suggestions that are accessible to the public. Based on this statement, it is evident that 42 individuals responded with “Very Satisfied” and 33 individuals responded with “Satisfied”. One individual was indecisive, while no respondents chose “Dissatisfied” or “Very Dissatisfied” as their answer. Upon performing the necessary calculations, the final number amounts to 345.

The overall value of the perception of each question is derived from the three statements provided. The perception values for question No. 16, No. 17, and No. 18 are 366, 333, and 345, respectively. Therefore, considering the importance of indicator 8 from a perceptual standpoint.

By computing the mean value of the Handling, Complaints, Suggestions, and Feedback indication, which is 4.44, it can be inferred that public contentment in Handling, Complaints, Suggestions, and Feedback falls under the “Very Satisfied” classification.

1. Facilities and Infrastructure

Saranaa is everything that can be used as a tool in achieving goals and objectives. Pesarana is everything that is the main support for the implementation of a process, suggestions and infrastructure are measured by two question items. The following is a description of the Facilities and Infrastructure services at the Bengkulu City One-Stop Integrated Investment and Licensing Office (DPMPTSP)

TABLE 21: (Question No 18).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
35	39	2	0	0	337

Description: Value  $= (33 \times 5) + (39 \times 4) + (2 \times 3)$

The table 5.24 displays the outcome of question 19 on the questionnaire sheet. This question specifically pertains to the ease of accessing information on the business licensing registration process using the OSS RBA system or the official website of DPMPTS Bengkulu City. According to this statement, 35 individuals responded with “Very Satisfied” and 39 individuals responded with “Satisfied.” Two individuals were indecisive, and there were no responses indicating “Dissatisfied” or “Very Dissatisfied”. Upon doing the necessary calculations, a cumulative score of 337 was obtained.

TABLE 22: (Question No 19).

Very Satisfied	Satisfied	Undecided	Not Satisfied	Very Unsatisfied Satisfied	Total Score
45	29	2	0	0	347

Description: Value  $= (45 \times 5) + (29 \times 4) + (2 \times 3)$

The table 5.25 displays the findings from question 20 on the questionnaire sheet. This question specifically pertains to the ease of determining the adequacy and quality of available facilities, such as waiting rooms, parking lots, and restrooms. Based on the above information, it can be inferred that 45 individuals responded with “Very Satisfied,” 29 individuals responded with “Satisfied,” 2 individuals were uncertain, and there were no respondents who answered “Dissatisfied” or “Very Dissatisfied.” Upon doing the necessary calculations, a final value of 347 was derived.

The total value of the perception of each question is derived from the two aforementioned assertions. The perception value for question 19 is 337, for question 20 is 347, and for the Facilities and Infrastructure indication is 342.

Based on the calculation of the mean value of the Handling, Complaints, Suggestions, and Feedback indicator, which is 4.5, it may be inferred that public satisfaction is equal to 1. The facilities and infrastructure are rated as “Very Satisfied”.

## 4. DISCUSSION

In the results of data analysis, the problem formulation in this study is How is the level of public satisfaction with business licensing services through the OSS RBA system at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City, with the aim of knowing the level of public satisfaction in business licensing services through the OSS RBA system, then answering the formulation of the problem is calculated based on the management of questionnaire research data 9 indicators, as follows:

### 4.1. Calculation of Weighted Average Value Per-Indicator

Weighted NRR= NRR per-indicator x 0.11

TABLE 23: Weighted Average Value Per-Indicator.

No	Indicator	NRR per Indicator x 0.11	Weighted Average Value
1	Requirements	4,42 X 0,11	0,486
2	System, Mechanism and Procedures	4,47 X 0,11	0,491
3	Completion Time	4,38 X 0,11	0,481
4	Cost/tariff	4,85 X 0,11	0,533
5	Product Specification Type	4,40 X 0,11	0,484
6	Executor Competence	4,27 X 0,11	0,469
7	Executor Behaviour	4,57 X 0,11	0,502
8	Complaint Handling, Suggestions and Feedback	4,44 X 0,11	0,488
9	Facilities and Infrastructure	4,5 X 0,11	0,495
$\Sigma$ NRR Weighted			4,429

Source: Research results test Mc. Exel 2013 For2023 year

## 5. Conclusion

1. IKM score after conversion =
  - = Weighted NRR x Base Value
  - = X x 20
  - = 4,429 x 20

= 88,58

(a) Service Grade = A

(b) Service Unit Criteria = Very Satisfied

## 2. Index Value Calculation

Based on the table of average values per indicator above, to facilitate interpretation of the assessment, the average value above is converted to a base value of 20 with the formula:

Service Unit IKM x 20.

TABLE 24: Nilai Interval Konversi.

No	Indikator	Index Value	Weighted Average Value
1	Requirements	4,42	88,4
2	System, Mechanism and Procedures	4,47	89, 4
3	Completion Time	4,38	87,6
4	Cost/tariff	4,85	97
5	Product Specification Type	4,40	88
6	Executor Competence	4,27	85,4
7	Executor Behaviour	4,57	91,4
8	Complaint Handling, Suggestions and Feedback	4,44	88,8
9	Facilities and Infrastructure	4,5	90

Source:Research results test Mc. Exel 2013 year 2023

The calculation of the recapitulation of the results of the public satisfaction index on business licensing services through the OSS RBA system at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City, is below:

The table provided summarizes the outcomes of the Community Satisfaction Index about business licensing services conducted through the OSS RBA system at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City. The findings indicate that:

1. Requirements at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.42, a conversion interval value of 88.4, a weighted average value of 0.486, a service value of "A" and is in the very satisfied category. Based on these results, it shows that the community



TABLE 25: Recapitulation of the Results of the Community Satisfaction Index in Business Licensing Services through the OSS RBA System at the One-Stop Integrated Investment and Licensing Agency (DPMPTSP) of Bengkulu City.

Indikator	Nilai Persepsi	Nilai Interval	Nilai Interval Konversi	Nilai Rata-rata Tertimbang	Nilai Pelayanan	Kategori Pelayanan
Requirements	324	4,42	88,4	0,486	A	Sangat Puas
System, Mechanism and Procedures	340	4,47	89,4	0,491	A	Sangat Puas
Completion Time	333	4,38	87,6	0,481	A	Sangat Puas
Cost/tariff	369	4,85	97	0,533	A	Sangat Puas
Product Specification Type	335	4,40	88	0,484	A	Sangat Puas
Executor Competence	-	-	-	-	-	-
Executor Behaviour	327	4,27	85,4	0,469	A	Sangat Puas
Complaint Handling, Suggestions and Feedback	348	4,57	91,4	0,502	A	Sangat Puas
Facilities and Infrastructure	338	4,44	88,8	0,488	A	Sangat Puas
Requirements	342	4,5	90	0,495	A	Sangat Puas

Source: Research results test Mc. Exel 2013 year 2023

is very satisfied with the service requirements provided by the Bengkulu City One-Stop Integrated Investment and Licensing Agency (DPMPTSP).

2. Systems, Mechanisms and Procedures at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.47, a conversion interval value of 89.4 weighted average value of 0.491. service value “A” and is in the very satisfied category. Based on these results, it shows that the community is very satisfied with the Service System, Mechanism and Procedure provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.
3. Completion Time at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.38, a conversion interval value of 87.6, a weighted average value of 0.481. Based on these results, it shows that the public is very satisfied with the services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.

4. Cost/tariff with an interval value of 4.85, a conversion interval value of 97, a weighted average value of 0.533, a service value of A and is in the very satisfied category Based on these results, it shows that the public is very satisfied with the cost/tariff of services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.
5. Specification of Service Types at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.40, a conversion interval value of 88, a weighted average value of 0.484, a service value of "A" and is in the very satisfied category. Based on these results, it shows that the public is very satisfied with the product specifications of the types of services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.
6. Executor Competence at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.27, a conversion interval value of 85.4, a weighted average value of 0.469, a service value of "A" and is in the very satisfied category. Based on these results, it shows that the public is very satisfied with the competence of service providers provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.
7. Executor Behaviour at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.57, a conversion interval value of 91.4, a weighted average value of 0.502, a service value of A and a very satisfied category. Based on the results, it shows that the community is satisfied with the behaviour of service implementers provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.
8. Handling, Complaints, Suggestions and Feedback at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.44, a conversion interval value of 88.8 weighted 0.488 service value "A" and in the very satisfied category. Based on these results, it shows that the community is very satisfied with the handling of complaints of suggestions and input services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.
9. Facilities and infrastructure at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval intention of 4.5, a conversion

interval value of 90, a weighted average value of 0.495, a service value of “A” and is in the very satisfied category Based on these results, it shows that the public is very satisfied with the facilities and infrastructure services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City.

The Completion Time indicator has the lowest score among the nine indicators, with a conversion interval value of 4.27 and a corresponding score of 85.4. Despite being categorized as “Very Satisfied,” this indicator receives a low score compared to the other indicators. This observation is based on the results obtained from evaluating the business licensing services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City using the OSS RBA system.

In addition, while conducting research, researchers were also guided by observation guidelines, such as:

#### 1. Service Procedures

The researchers used the prescribed approach for managing company license through the OSS RBA system at the One-Stop Integrated Investment and license Service (DPMPTSP) of Bengkulu City during their investigation. The outcome is that the primary task at hand is to adequately prepare the necessary prerequisites. Regarding the query about the prerequisites for administering business licensing using the OSS RBA system via the website, the objective is to get a total score of 319. The subsequent remark on the clarity and comprehensibility of the information pertaining to business licensing registration requirements through the OSS RBA system is unambiguous and straightforward, resulting in a cumulative score of 329. The original procedure yielded an average score of 4.42 in the “Very Satisfied” category. The following section pertains to the system, mechanism, and procedure implemented at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City, accompanied by a statement. The procedure of managing business licensing using the OSS RBA system is uncomplicated and easily understandable, achieving a score of 354. The information statement detailing the business licensing registration procedure through the OSS RBA system is made readily available, yielding a cumulative value of 326. During the initial procedure, a mean score of 4.47 was achieved in the “Very Satisfied” category.

#### 2. Timeframe

Schedule and service time for the business licensing registration process through the OSS RBA system carried out at the One-Stop Integrated Investment and Licensing Service (DPMPSTP) of Bengkulu City. With the statement that employees provide services in a timely manner (in accordance with service standards) obtained an average score of 324. Next, the statement after the business licensing registration process through the OSS RBA system, the business licence is immediately issued, obtaining a value of 343. So that in these guidelines an average value of 4.38 is obtained in the “Very Satisfied” category.

### 3. Organiser Competence

The ability possessed by employees includes knowledge, expertise, skills and experience in providing/completing services to applicants. With a statement in providing services, employees are skilled, careful and thorough, obtaining a total score of 325. Next, employees are able to explain/explain the information and systematically needed, obtaining a total score of 330. So that in these guidelines an average value of 4.27 is obtained in the “Very Satisfied” category.

### 4. Handling Complaints, Suggestions and Feedback

At this stage, researchers are guided by the procedures for implementing complaint handling and follow-up. With the statement Employees respond to, handle and are responsible for complaints, suggestions and input given obtained a total score of 366.

### 5. Facilities and infrastructure

Everything that can be used as a tool in achieving goals and objectives. the main support for the implementation of a process. Next is the statement that there is a complaint/suggestion box in the form of Phone/SMS/Email provided for the public to submit complaints, input or suggestions with a value of 333. As well as the statement that there is monitoring of complaints/suggestions that can be accessed by the public with a total score of 345. So that in these guidelines an average score of 4.44 is obtained in the category “Very Satisfied.”

### 6. Documentation

Vision, mission, organisational structure, location, main tasks and functions. In terms of available facilities such as waiting rooms, parking lots, toilets and so on are quite good and adequate, obtaining a total score of 337 and a statement that a special notice board is available that contains information about business

licensing registration through the OSSRBA system with a total score of 347. So that an average value of 4.5 is obtained in the “Very Satisfied” category.

## 6. Conclusion

The researchers used the prescribed approach for managing company license through the OSS RBA system at the One-Stop Integrated Investment and License Service (DPMPTSP) of Bengkulu City during their investigation. The outcome is that the primary task at hand is to adequately prepare the necessary prerequisites. Regarding the query about the prerequisites for administering business licensing using the OSS RBA system via the website, the objective is to get a total score of 319. The subsequent remark on the clarity and comprehensibility of the information pertaining to business licensing registration requirements through the OSS RBA system is unambiguous and straightforward, resulting in a cumulative score of 329. The original procedure yielded an average score of 4.42 in the “Very Satisfied” category. The following section pertains to the system, mechanism, and procedure implemented at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City, accompanied by a statement. The procedure of managing business licensing using the OSS RBA system is uncomplicated and easily understandable, achieving a score of 354. The information statement detailing the business licensing registration procedure through the OSS RBA system is made readily available, yielding a cumulative value of 326. During the initial procedure, a mean score of 4.47 was achieved in the “Very Satisfied” category.

1. Requirements at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.42, a conversion interval value of 88.4 is in the very satisfied category.
2. System, Mechanism, and Procedure at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval score of 4.47, the conversion interval value of 89.4 is in the very satisfied category.
3. Completion Time at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.38, a conversion interval value of 87.6 is in the very satisfied category.
4. Cost/Tariff at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval score of 4.85, the conversion interval value of 97 falls into the highly satisfied category.

5. Product Specifications of Service Types at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.40, the conversion interval value of 88 is in the very satisfied category.
6. Competence of Executors at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.27, the conversion interval value of 85.4 is in the very satisfied category.
7. Executor behaviour at the Bengkulu City One-Stop Integrated Investment and Licensing Service (DPMPTSP) with an interval value of 4.57, a conversion interval value of 91.4 is in the very satisfied category.
8. Handling of Complaints, Suggestions and Feedback at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.44, a conversion interval value of 88.8 is categorised as very satisfied.
9. Facilities and infrastructure at the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City with an interval value of 4.5, the conversion interval value of 90 is in the very satisfied category.

The Completion Time indicator has the lowest value among the nine indicators, with a conversion interval value of 4.27 and a score of 85.4. Despite already being in the “Very Satisfied” category, this indicator receives a low score compared to the other indicators. This observation is based on the business licensing services provided by the One-Stop Integrated Investment and Licensing Service (DPMPTSP) of Bengkulu City, using the OSS RBA system.

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