

Conference Paper

Innovation of Digital-Based Licensing Services in the One-Stop Integrated Service of West Sulawesi Province

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Abstract.

The rapid development of information and communication technology (ICT) in the digital era has compelled the government to adapt by innovating governance through electronic-based systems, especially in public service delivery. The Government of West Sulawesi has also embraced this digital transformation and introduced "digital service innovation" in the One-Stop Integrated Service (PTSP) of the province. One such innovation is the online licensing application (SAPO) system.

This study aimed to assess the implementation, quality, and impact of the SAPO system on society. A quantitative approach with a survey type was used for data collection, along with literature studies. The findings reveal that the digital-based licensing service innovation has brought significant improvements in the quality and quantity of licensing services in the One-Stop Integrated Services of West Sulawesi Province. However, further efforts are needed to strengthen and mature the service quality to ensure that the impact of this innovation is maximally felt by the community.

Keywords: digital, innovation, licensing services, public service

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1. Introduction

The mandate of Law Number 25 of 2009 concerning Public Services requires the government to meet the needs of every citizen by providing excellent public service delivery to meet the basic needs and civil rights of every citizen over public goods, public services, and administrative services. Meanwhile, regarding the need to develop public service innovations, it is also mandated in Law Number 23 of 2014 concerning Regional Government, in Article 386 paragraphs (1) and (2) d it is stated that "In the context of improving the performance of the implementation of regional governments, regional governments can innovate. Intended innovation is all forms of renewal in the administration of the regional government. Furthermore, Article 387 states that in formulating innovation policies that are oriented towards improving public services,

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the Regional Government refers to the principles of (a) increasing efficiency, (b) effectiveness improvement, (c) service quality improvement, (d) no conflict of interest, (e) oriented to the public interest, (f) conducted openly, (g) meeting the values of decency, and (h) the results can be accounted for not for self-interest.

Additionally, efforts to achieve sustainable development, as stated in the Sustainable Development Goals (SDGs), must be supported by the massive and sustainable development of innovation in each Ministry/Institution/Regional (K/L/D) and BUMN/BUMD. Innovation should support the achievement of the 17 SDG goals, which consist of 1) no poverty, 2) no starvation, 3) healthy and prosperous life, 4) quality education, 5) gender equality, 6) clean water and proper sanitation, 7) clean and affordable energy, 8) decent work and economic growth, 9) industrial development, innovation, and infrastructure, 10) reduced gaps, 11) sustainable urban and settlement development, 12) responsible consumption and production, 13) handling climate change, 14) preservation of marine ecosystems, 15) terrestrial ecosystems, 16) peace, justice, and strong institutions, and 17) partnerships to achieve goals.

In line with this, the second point of the Nawacita program, which is to make the government always present in building clean, effective, democratic, and reliable governance; and the sixth point, namely, increasing people's productivity and competitiveness in the international market, needs to be encouraged by various public service innovations in the Ministries, Institutions and Local Government. Innovation is defined as the process or result of development, utilization/mobilisation of knowledge, skills, and experience to create or renew new products (goods and services), processes, or systems that provide added value. Innovation is also defined as creative ideas, new actions that differ from those that existed before, best practices, good practices, breakthroughs, and others. Not all new ideas can be categorized as innovation.

When creating public service innovations, the important thing that needs to be of concern to the government is the development of information and communication technology, which is becoming increasingly sophisticated, fast, and unstoppable. According to Clark, John, and Ken Guy [1], innovation has significant (significant) economic value, which is generally carried out by organizations and individuals. Innovation is the transformation and utilization/mobilisation of knowledge and technological skills to create new products, processes, and services. Meanwhile, according to Green [2], innovation is defined as something new, namely, by introducing and carrying out new practices or processes (goods or services) or by adopting new patterns originating from other organizations. Innovation is a novelty in action [3]; new ideas that work [4] emphasize that

innovation is not just a new idea but a new practice. Innovation may include reinvention or adaptation to another context, location, or period [5].

In sociology, innovation is defined as an idea, practice, or object that is considered new by members of the community. The development of innovation requires comprehensive communication and information delivery among community members. Therefore, the development of innovation is closely related to the public perception of innovation. Perception is defined as a cognitive process experienced by everyone in understanding information and the environment, both through sight, hearing, feeling, and smell [6].

Perception is also interpreted as a process by which individuals regulate and interpret their memorable impressions to give meaning to their environment [7]. According to Siagian [8], perception is a process through which a person organizes and interprets deep sensory impression efforts to give meaning to the environment. Then came the concept of the perception of innovation that linked these two concepts. Sethi, Smith, and Park [9] state that “innovation perception is determined by the extent to which an innovation is perceived as being different from existing alternatives in a way that is meaningful to customers”.

The perception of an innovation is determined by the extent to which it is judged to be different from choices in ways that are meaningful to consumers. Then, the perception of innovation is seen as “Perception of something of value in the product facilitates the decision to purchase, increasing the likelihood of success of the possible innovations.” Perception of something of value from a product facilitates the decision to buy and also increases the likelihood of success of an innovation. [10], [11] From a customer perspective, innovation refers to any kind of a firm’s innovative outputs. However, to be perceived as an innovation, this output needs to have a market impact” From the consumer perspective, innovation leads to various forms of innovative corporate output. However, to be interpreted as an innovation, output needs to have a market impact [12], [13].

When creating public service innovations, the important thing that needs to be of concern to the government is the development of information and communication technology, which is becoming increasingly sophisticated, fast, and unstoppable. Technological changes provide an opportunity for the government to innovate through the implementation of an electronic governmental system (SPBE). This system is a government administration that utilizes information and communication technology to provide public services with the hope that cost and time efficiencies can be realized, and corrupt practices in services provided by the government can be minimized. SPBE

implementation aims to create an efficient and effective work process and improve the quality of public services in the framework of realizing clean, effective, transparent, and accountable governance as well as quality and reliable public services.

The Provincial Government of West Sulawesi is certainly not left behind in participating in implementing SPBE through the idea of "digital bureaucracy". To move this government, leadership through digital system support is implemented at all levels of the regional apparatus organization leaders to create an effective and efficient government system. Through West Sulawesi Governor Regulation Number 9 of 2018, concerning the Implementation of an Electronic-Based Government System for the Province of West Sulawesi, it is expected that the implementation of the SPBE will become more synergistic and integrated.

In line with the dignity of implementing SPBE in the Provincial Government of West Sulawesi, the Investment and One-Stop Services Office of Sulawesi Province (DPMPTSP Sulbar), which has one of its duties and functions, provides one-stop integrated services related to licensing and non-licensing services is required to elaborate and adapt in providing services. in accordance with the demands and developments in technology.

The results of Monitoring and Evaluation of SPBE West Sulawesi Province in 2021 carried out by the Ministry of State Apparatus Empowerment and Bureaucratic Reform, West Sulawesi's SPBE index score of 2.04 with the title of Adequate, where in the domain of electronic-based public services there is still a score of 2 out of 5 with enough predicate. This shows that electronic-based public services in West Sulawesi need to receive significant attention from the government, especially public service providers in the West Sulawesi provincial government. The Results of the Evaluation of the Implementation of Public Services at PTSP West Sulawesi in 2021 by the Ministry of State Apparatus Empowerment and Bureaucratic Reform (Kemenpan RB) obtained an index value of 3.50 with the title B (Good with notes), which recommends that PTSP immediately fixes and improves the quality aspects of PTSP service policies, especially aspects of PTSP services that have not been accommodated in the Online Single Submission (OSS) System, are expected to also be implemented digitally. Furthermore, the results of the evaluation of the Implementation of Bureaucratic Reform in 2021 on public service indicators recommend that the PTSP West Sulawesi carry out an innovation related to providing licensing services to the community.

From these findings, West Sulawesi PTSP created an innovative digital-based licensing service called the Online Licensing Application System (SAPO). Innovation was born as a form of adaptation to changes and developments in information technology, as well as to provide solutions to various licensing service problems in PTSP West Sulawesi.

This study aims to determine the implementation of SAPO Digital Service Innovations in the One-Stop Integrated Services of West Sulawesi Province, and public perceptions of the quality of digital-based licensing service innovations in the One-Stop Integrated Services of West Sulawesi Province.

Public perception of the quality of innovation is known using the public service innovation perception index measurement, which is built by elaborating the concepts of public service, innovation, policy, and performance measurement models. According to Marsono, et al. [14], Determination of the dimensions and indicators of the Public Service Innovation Perception Index was built based on the crystallization of several public service concepts and innovations which include the Parasuraman concept, Malcolm Baldrige, elements of the Community Satisfaction Survey (SKM), Innovation Information System Public Service (SINOVIK), and State Administration Innovation criteria. The framework model for measuring the Public Service Innovation Perception Index is as follows.

In measuring the perception index of public service innovation, the object of assessment is the output and outcome aspects of the innovation implementation of public services. The output aspect includes novelty and productive dimensions, while the outcome aspect includes the impactful and sustainable dimensions of public service innovations that have been implemented. These four dimensions has a total of 23 indicators with details as follows: The Novelty dimension has 8 indicators namely: (1) service improvement, (2) service uniqueness, (3) new types of services, (4) officers are always there, (5) information services, (6) service requirements, (7) service processes, (8) information technology service. The Productive Dimension has five indicators: (9) service delivery, (10) service products, (11) service standards, (12) service quality, and (13) transparency service. The Impactful Dimension has four indicators: (14) Completion Problems, (15) Service suitability, (16) Inclusive service availability, and (17) Integrated services. The Sustainable Dimension has six indicators: (18) the role of the private sector, (19) community involvement, (20) service consistency, (21) service improvement improvement, (22) public complaints, and (23) responses to complaints.

The framework model for measuring the Perception Index Public Service Innovation is shown in Figure 1 as follows:

2. Methods

This type of research has used quantitative methods. The survey research method was used to obtain a general description of public opinion on the quality and benefits of

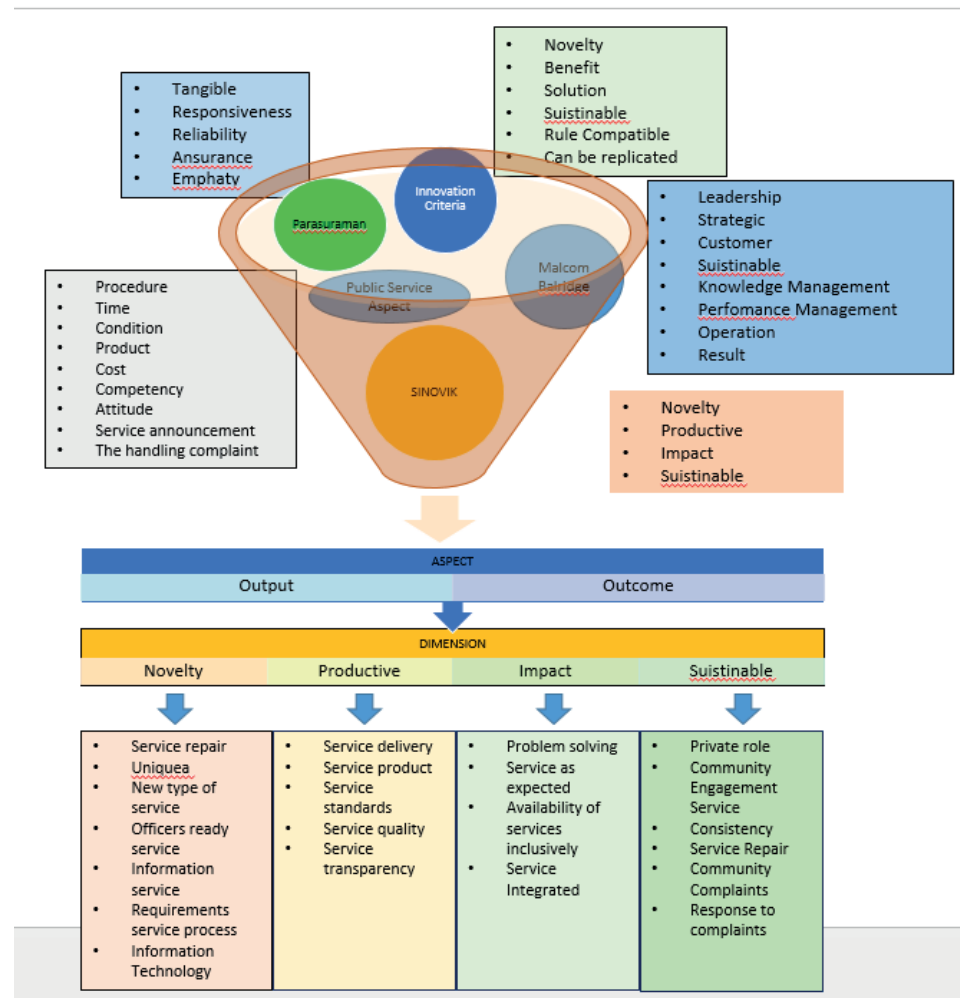


Figure 1: Framework for Measuring the Perception Index of Digital-based Licensing Service Innovations.

licensing service innovations that have been obtained and experienced thus far in the One-Stop Integrated Service in West Sulawesi Province.

The survey research method was used to measure the perception index of public service innovation with the consideration that to collect data on public perceptions of innovation in licensing services requires a large population, however a relatively small sample can be used so that this survey method can save more on the use of resources, both human resources, infrastructure and budget. The survey stages were (1) planning, (2) field preparation, (3) field implementation, (4) data processing, and (5) reporting of the survey results. The analysis and discussion of the data are set forth in the form of tables and graphs/diagrams.

3. Results and Discussion

3.1. Implementation of SAPO Digital Service Innovations in One-Stop Services in West Sulawesi Province

The Online Licensing Application System (SAPO) was launched at the end of 2021 on the legal basis of Governor Regulation Number 8 of 2018 concerning the West Sulawesi Province Electronic-Based Government System and West Sulawesi Governor Regulation No. 14 of 2019 concerning the implementation of a one-stop integrated service in West Sulawesi. The implementation of digital-based Licensing Service Innovations uses Hartley's [5] innovation typology, namely, service innovation (service innovation).

SAPO offers digital-based licensing services for several types of licensing that have not been accommodated by single online submissions. The public can apply for permits or non-permits without having to come directly to the PTSP office and can also control the processing process through online tracking, which is also integrated into SAPO. The following is the front view of the application which can be accessed by the public via the website: www.sapo.sulbarprov.go.id.

SAPO could not be used optimally at the beginning of implementation because several features could not be used. Therefore, the use of SAPO remains limited. From the data recapitulation of the number of permits and non-permits issued in 2021, of the 935 permits issued, only approximately 2.6% or as many as 25 permits/non-permits were issued through SAPO. In 2022, SAPO will experience a significant increase in quantity from 1,216 permits/non-permits, and those issued through SAPO will reach 51.2% or 622 permits and non-permits.

The existence of this digital-based licensing service innovation has brought significant changes, this can be seen from the evaluation results that have been carried out, namely:

1. Results of Monitoring and Evaluation of SPBE West Sulawesi Province in 2022 carried out by the Ministry of State Apparatus Empowerment and Bureaucratic Reform, West Sulawesi's SPBE index value has increased from 2.04 to 2.28 with the Sufficient predicate, where in the electronic-based public service domain too experienced a very significant increase in index score 2 (enough) to 3.33 (good). This shows that electronic-based public services have a significant influence on the SPBE index in West Sulawesi Province. The following details the SPBE index values based on the domain and its aspects:
1. The results of the Evaluation of the Implementation of Public Services at PTSP West Sulawesi in 2021 by the Ministry of Administrative and Bureaucratic Reform obtained an index value of 3.50 with the title B- (Good with notes), and in 2022,



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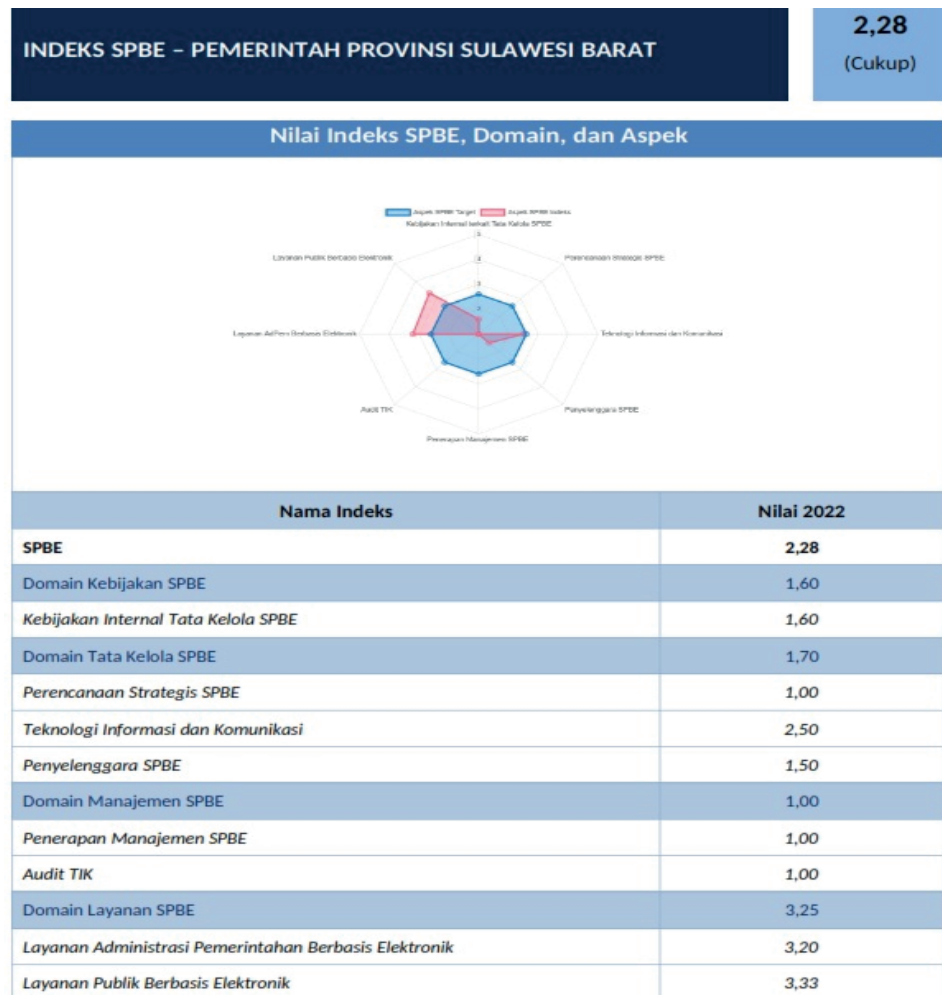
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Figure 2

the results of the evaluation of the implementation of public services at PTSP West Sulawesi obtained an index value of 3, 70 with predicate B (Good). Recommendations to improve the quality of PTSP service policy and service innovation aspects related to the provision of digital-based services for several types of licensing and non-licensing that have not been accommodated in the Online Single Submission (OSS) system have been followed up in SAPO, which accommodates types of licensing and non-licensing.

2. Licensing for forest utilization



Source: Diskominfo Sulbar, 2023

Figure 3: SPBE Index Value of West Sulawesi Provincial Government.

3. Research permit recommendation
4. Recommendations for inter-city and inter-provincial passenger route permits (AKAP)
5. Recommendations for approval for the use of forest areas Operational permit services to add to the school curriculum
6. Secondary education content services provided by the community
7. STR recommendation
8. Recommendation services for requests for utilization of environmental services through carbon sequestration and storage activities

9. Approval of the use of forest areas for development purposes other than forestry activities
10. Recommendations upon application

The quality of public services can be measured in three dimensions according to Lenvinner in Hardiasyah [15], which measures the responsiveness of the maker to the expectations, desires, aspirations, and demands of users. An increasingly rapid technology is in demand for the PTSP Sulbar to create licensing services that make it easier for modern society. Therefore, creating digital licensing services is necessary. Based on this, the PTSP Sulbar, in terms of responsiveness to licensing services, can be seen in the creation of the SAPO application, which is a form of implementation of licensing services created due to the demands of the modern era based on electronics.

Responsibility is a measure of how far the process of providing public services is carried out without violating the provisions that have been set. In this case, PTSP Sulbar provides a form of service according to the needs of the community in the digital era using the SAPO application, and the community can determine the development of the service process through the tracking system contained in the application.

Accountability is a measure that shows the level of conformity between service delivery and external measures that exist in the community and are owned by stakeholders, such as values and norms that develop in society. In terms of providing licensing services produced by the PTSP Sulbar with the SAPO application, in addition to providing services to the community, this application also provides services to entrepreneurs or stakeholders. This application also makes it easy for the business to start in West Sulawesi and has a "report" feature, which is the same as an impression message feature so that the government can always make changes to the quality of service in accordance with the values and norms that develop in society. Digital-based licensing service innovation in SAPO applications provides or fulfills the service needs of the community, either in the form of services or administrative services. Thus, public service innovation is in demand for this type of service, either with creative ideas or modifications that provide benefits to society.

3.2. Community Perceptions of the Quality of Innovation in digital-based licensing services in the One-Stop Integrated Service in West Sulawesi Province.

The quality of an innovation can be determined by examining survey results on the implementation of Public Service Innovations. Survey activities must involve service

users (the public) in the form of an index value that indicates the public's perception of the quality of digital-based licensing service innovations. This survey identifies aspects that influence the achievement of licensing service innovations in a one-stop integrated service in West Sulawesi Province.

The construction of the instrument elaborates on several theoretical concepts related to digital-based innovation and public services, including aspects consisting of outputs and outcomes, as discussed in the introductory chapter. These aspects are translated into four dimensions: novelty, productivity, usefulness, and impact. These four dimensions were translated into 23 indicators. An explanation for this can be described as follows.

3.2.1. Novelty (New Approach)

Novelty (New Approach) introduces unique ideas, new approaches to solving problems, or unique implementation policies and designs, or modifications of existing public service innovations, in the context of providing public services in the form of improvements:

1. Service improvement: There is an improvement in service delivery from before
2. Service uniqueness: There is uniqueness in service delivery
3. New types of services: There are new services provided to the community
4. Officers are always there: Public service officers are always there when people need service
5. Service information about public services can be obtained easily, clearly, precisely and accountably
6. Terms of service: The requirements for obtaining services are quite simple
7. Service process The process of public service is quite easy and concise
8. Service information technology: Public services have been supported by adequate information technology

3.2.2. Productive

Productive is a program/activity for implementing public service innovations that can produce demonstrable improvements in public services in the form of improvements to

1. Service delivery Public service officers provide services quickly, accurately and correctly Service products: Service products have met the needs
2. Service standard The services provided are in accordance with predetermined standards
3. Quality of service: Public services provided are of the quality expected transparency of public services that can be monitored online (phone, SMS, fax, internet, social media, etc.) in the process of public services.

3.2.3. Impact

Having an impact is providing benefits to improving or changing conditions and as leverage for accelerating the improvement of the quality of public services in the form of:

1. Problem Solving: New ways of providing services can solve existing problems
2. Service suitability: New ways of providing services meet needs as expected
3. Availability of services in an inclusive manner: Availability of public service facilities and infrastructure to meet all the needs of community groups (age, gender, education, special needs, etc.)
4. Integrated services: There are integrated and/or centralized public services

3.2.4. Sustainable

Sustainability guarantees that public service innovations are continuously maintained, implemented, and developed with the support of programs and budgets, organizational tasks and functions, and laws and legislation in the form of

1. The role of the private sector There is a role for the private sector in improving the process and quality of public services
2. Community involvement The community is seen in improving the quality of public services
3. Consistency of service: there is consistency/consistency in the way in which the service is provided

- 4. Improvement of service improvement: There is continuous improvement of service improvement
- 5. Community complaints: Community complaints are responded to quickly
- 6. Responses to complaints: Service providers provide an appropriate resolution of complaints.

The Public Service Innovation Perception Index, which was measured in the first quarter of 2023 (January – March), involved 56 respondents (15 men and 41 women). More detailed data regarding the demographics of the respondents can be found in the following sections.

TABLE 1: Respondent Demographics in One-Stop Services in West Sulawesi Province.

Gender		Education		Occupation		Age	
Male	15	Elementary School	0	PNS/TNI/Polri	3	1-20	0
Female	41	Junior High School	0	Private Employee	12	21-30	20
		Senior High School	20	Entrepreneur	18	31-40	28
		Diploma	18	Student	23	41-50	5
		S1	13	Other		51-60	3
		S2	5			61 above	0
		S3	0				

Source: Questionnaire data processing, 2023

The survey results showed the perception index value of digital-based licensing service innovation in the One-Stop Service of West Sulawesi Province was 73.6 with the BB (Innovative) service innovation qualification. The results of the data processing are shown in the following table:

In general, the output aspect index value was 7.7, whereas the outcome aspect value was 7.15. Based on this value, innovations have been made to improve services at the One-Stop Services of West Sulawesi Province have been innovative.

The index values per dimension were as follows: novelty 7.5, productive 7.9, impact 6.7, and sustainability, 7.6. The productive dimension obtains the highest score, and the impact dimension obtains the lowest score, which indicates that even though SAPO is considered innovative, the impact felt by service users still needs to be improved. Some of the impacts that need to be improved are the availability of services in an inclusive manner: availability of public service facilities and infrastructure that meet all the needs of community groups (age, gender, education, special needs, etc.), and the need for integration of services with existing central services. For this reason, the role of the Leader in the Regional Apparatus Organization is needed to foster a culture of

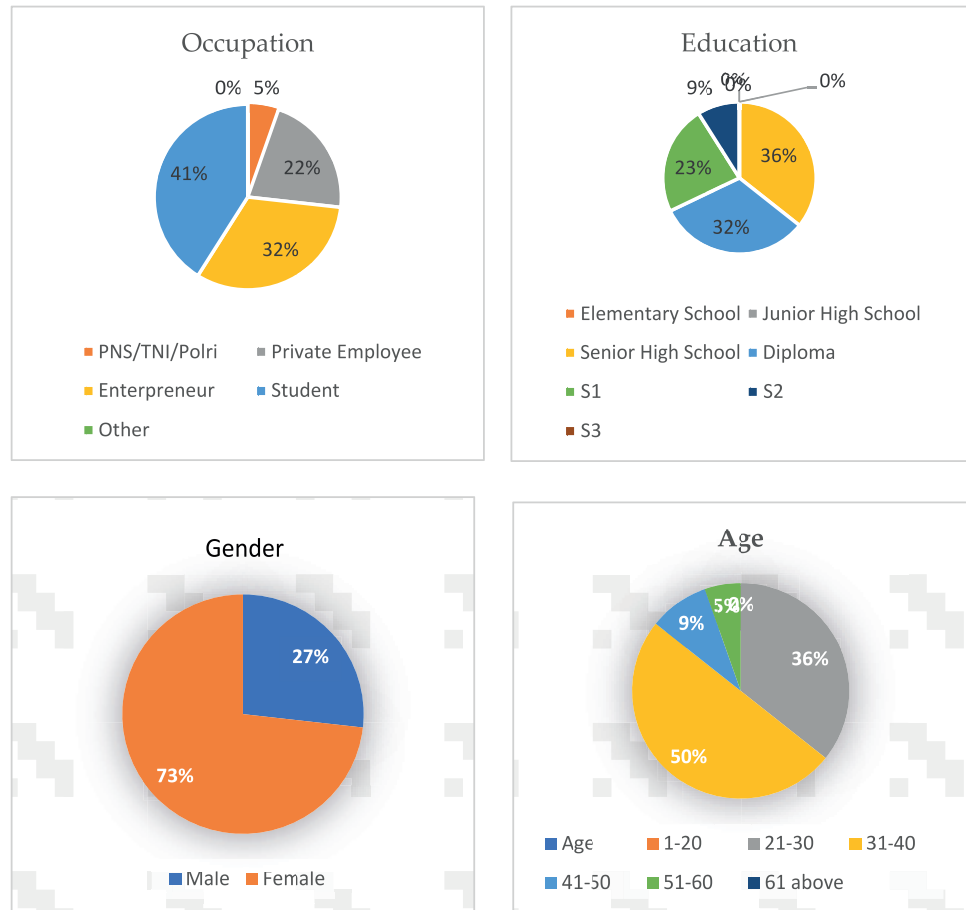


Figure 4: Respondent Demographic Pie Graph.

TABLE 2: Innovation Perception Index Value per Aspect and Dimension Digital-based licensing services at West Sulawesi PTSP.

No	Aspects & Dimensions of Public Service Innovation	Average Score / Weighted Value	Value Weight
Output 50%		7,7	3,83
1	Novelty (60%)	7,5	4,5
2	Productive (40%)	7,9	3,16
Outcome 50%		7,15	3,53
1	Impact (60%)	6,7	4,02
2	Sustainable (40%)	7,6	3,04
Jumlah Nilai Output dan Outcome Total Value of Output and Outcome			7,36
Value of Public Service Innovation Perception Index (Total Value of Output and Outcome) x (100/answer scale)			73,6
Licensing Service Innovation Perception Index			BB (Inovatif)

Source: Questionnaire data processing, 2023

innovation. Innovation does not appear to be sudden. Innovation is initiated starting from

the internal organization where it is no exception, the role and efforts of the leader play an important role so that there are several efforts that can be made according to Rahman F., Sobari, W., & Pohan, I [16], including: First, the leader must be committed on staff and organizations to always innovate; Second, the Regional Apparatus Organizations (OPD) must get used to participating in regional innovation competitions; Third, Leaders must be sensitive to technological advances and often see the outside world so they can be adaptive. Fourth, Innovation arises from public complaints. Fifth, Innovation is present because there is awareness from the internal Regional Apparatus Organization (OPD) to continue to innovate, and regional apparatus organizations (OPD) carry out collaborative governance in the creation of regional innovations.

4. Conclusion

4.1. Conclusion

The Implementation of Digital Service Innovations in One-Stop Services in West Sulawesi Province shows changes in services that are increasing both in terms of quantity and quality. The public's perception of the quality of digital-based licensing service innovations in the One-Stop Services of West Sulawesi Province showed a positive response. The community believes that SAPO is an innovation that deserves the title of innovation (BB).

4.2. Suggestion

The Investment and One-Stop Service Office of West Sulawesi Province, as the organizer of Licensing Services in West Sulawesi, needs to improve the quality of service to be even better by paying attention to aspects or indicators that are still in the less category and to recommendations and input from service recipients and other parties. the party authorized to evaluate the performance of licensing services. Services that are innovative but have little impact on recipients require the seriousness of all the parties involved. Improving the quality of public services, solving service problems quickly and accurately, considering the suitability of services with expectations and standard operating procedures, and paying attention to the availability of services in an inclusive manner for community groups in accordance with needs and integrated and/or centralized public services.

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