

Improving Public Service Quality: Analyzing the Impact of Simpelmi Online Application in Sinjai Regency

Sukmawati^{*1}, Hermansyah¹, Muhammad Takdir¹

¹Department of Government Studies, Universitas Muhammadiyah Sinjai, Indonesia

^{*}Email: sukmawatiapr3reg2020@gmail.com

Article Info

Keyword:
SIMPELMI,
Online Application,
Public Service Quality,
Sinjai Regency,
Qualitative Method.

Abstract: This research aims to analyze the impact of the SIMPELMI online application on improving public service quality in Sinjai Regency. The research used a qualitative method and data collection techniques such as literature study and descriptive analysis in data analysis. The findings showed that the SIMPELMI application has had a positive impact on improving public service quality in Sinjai Regency, although there are still issues such as service issues that are not based on uniform service standards, complex licensing application processes, and inadequate human resources. The study suggests that improving the service quality of the SIMPELMI application can be done by addressing these issues and providing continuous training and development for human resources. Overall, the SIMPELMI online application has great potential to improve public service quality in Sinjai Regency.

Article History:

Received: 17 Desember 2022

Revision: 14 January 2023

Accepted: 28 February 2023

This is an open access article under the [CC-BY-SA](#) license.



DOI: <https://doi.org/10.35326/jsip.v4i1.2933>

INTRODUCTION

The presence of the industry 4.0 era presents a challenge for local governments in providing responsive services to the public, where manual activities in the governance process will be replaced by digitization. One of the obstacles in public services, especially in regions, is the lack of open access to information to the public quickly and accurately (Andersson et al., 2022; Inkinen et al., 2019). Smart cities are here to provide services using the latest technology and build smart infrastructure, so they can provide effective services to the entire community (Rice & Martin, 2020, 2020).

The rapid development of technology forces society to adapt to the situation that is happening around them, as is the case now. Society is required to embrace the use of technology that provides various facilities with ease and speed. Technological advances have a significant impact because they can create tight competition in various aspects of society, including the government (Orji et al., 2020; Rice & Martin, 2020). The government, as a service provider agency, is also required to follow these technological advances, which have an impact on more optimal services in the community environment (Orji et al., 2020; Rice & Martin, 2020).

Public service is one element of good governance. Good Governance itself, according to the World Bank, is the way governments manage social and economic resources done entirely for the development of society (Buhalis et al., 2019; Escobar, 2020). Good government plays an important role in efforts to meet the needs of society, develop

agendas and service priorities, and develop public service programs according to community needs (Karman et al., 2021).

In the era of globalization like today, it is not surprising that the advancement of information and communication technology can promise efficiency, speed of information delivery, affordability, and transparency, including in government (El Bilali & Allahyari, 2018; Kummerow & Lun, 2005). Moreover, in the current era of regional autonomy, it is necessary to realize good governance by using information and communication technology, commonly known as e-government.

Regarding the development of e-government, the government has issued Presidential Instruction No. 3 of 2003 on National Policy and Strategy for E-Government Development, which states that a policy and strategy for e-government development is needed to implement good governance and improve effective and efficient public services (Anwaruddin, 2012; Hermana & Silfianti, 2011).

Through e-government, public service improvement can be realized. The government bureaucracy can develop the use of information and communication technology (ICT) in the implementation of government activities, facilitate interaction with the community, and encourage accountability and transparency of public service providers (Rahmanto & Dirgatama, 2018; Soni Fajar Surya & Amalia, 2017).

The government is trying to create an optimal service system to meet the needs of the community in managing permits. With the issuance of Government Regulation No. 24 of 2018 concerning Electronic Integrated Business Licensing Services dated June 21, 2018, it is explained that business licensing services are provided by the central and local governments.

One of the government's innovations in serving the community regarding online licensing is the SIMPELMI application. SIMPELMI is an application managed by the investment service and integrated one-stop service in the Sinjai region that can be used to provide licensing services to the public through the application (Suhaeman et al., 2022). The main problem commonly faced in the SIMPELMI application in Sinjai is the service issue that is not based on uniform service standards, complex licensing application processes, and inadequate human resources (Sumardi et al., 2021). The Investment and Integrated One-Stop Licensing Service Agency (DPMPTSP) of Sinjai District is one of the government agencies that implements a One-Stop Service System that is specifically designed to provide licensing services. They are trying to facilitate the public to apply for licenses through the SIMPELMI application electronically.

The online licensing system implemented by the DPMPTSP of Sinjai District can be said to be a manifestation of E-Government that has been promoted by the government, which demands every region to be more transparent and accountable in providing services to the public, in order to improve service performance. The Regent of Sinjai, A. Asapa, stated that the SIMPELMI application is in line with the Smart Village program to improve technology-based public services and information, so that later the application can be used in every direct service in village/sub-district offices, markets, or other crowded places in rural areas.

It is understood that the existence of service standards is one form of quality assurance for service users. In this case, excellent service for the DMPPTSP department in Sinjai District is achieved by an approval process for licensing that only takes five working days. With the SIMPELMI application, it is expected to facilitate the public as a new innovation to implement public services in the DMPPTSP of Sinjai District. The goal is to eliminate obstacles by forming a licensing service with an integrated model. The purpose of this service model is to shorten the approval process to make it easier for licensing applicants. According to Permendagri, the implementation of an integrated one-stop service consists of business license and non-license management whose process starts from the application stage to the issuance of a one-stop document. The involvement of the government has proven to facilitate the work of licensing applicants by integrating licenses into one place so that the process is faster in terms of procedures, time, and cost.

Previous research has shown that the lack of socialization about the SIMPELMI application from the district government has resulted in many people being unaware of its existence (Suhaeman et al., 2022). Furthermore, even though some people are aware of it, many choose not to use it due to insufficient internet access and a lack of understanding of information technology.

In this context, this research aims to analyze to what extent the implementation of the online-based SIMPELMI application can improve public services in Sinjai Regency. Good public services are essential to meet the needs of the community and improve their quality of life. In this regard, the SIMPELMI application is expected to provide convenience for the community in handling permits and other public administration.

However, although the SIMPELMI application has great potential to improve public services, there are still several challenges to be faced. One of them is the lack of socialization and understanding of this application among the community, especially in rural areas. Therefore, this research will also analyze what efforts are made by the district government to improve socialization and understanding of the SIMPELMI application, especially among communities with limited internet access.

This research is expected to provide better insight into the implementation of the SIMPELMI application in Sinjai Regency and the efforts made by the district government to improve socialization and understanding of the application. The results of this research are expected to assist the district government in designing better strategies to improve public services in the region.

RESEARCH METHODS

This research uses qualitative research method to understand the phenomenon experienced by the research subjects, which is the implementation of SIMPELMI application in Sinjai Regency. Qualitative research method can provide a deep understanding of the experiences of research subjects, which cannot be measured quantitatively. This is done by describing it in words and language, allowing researchers to understand complex and contextual phenomena (Hong & Cross Francis, 2020; Mohajan, 2018).

In a specific context, qualitative research method is natural and utilizes various natural methods. In this research, the data collection technique used is literature study and descriptive analysis in data analysis technique (Colorafi & Evans, 2016; Mohajan, 2018). Literature study is used to collect information from written sources such as relevant journal articles, credible and trustworthy online news sources such as Tribun Sinjai, government portals, Kompas.com, and others. Meanwhile, descriptive analysis is used to analyze the data obtained from literature study.

In this research, the data source used comes from previous research. This is done because previous research can provide an overview of how the implementation of SIMPELMI application in Sinjai Regency was in the past. Relevant journal articles can provide a deeper understanding of the concept of SIMPELMI application and its implementation. Meanwhile, credible and trustworthy online news sources can provide information about the latest developments in the implementation of SIMPELMI application in Sinjai Regency.

In this research, the qualitative research method and data collection technique used are designed to allow researchers to understand the implementation of SIMPELMI application in Sinjai Regency from various perspectives. Thus, this research is expected to provide a more complete and in-depth overview of the implementation of SIMPELMI application in Sinjai Regency and the efforts made by the local government in improving public services in the region.

RESULTS AND DISCUSSION

At the end of 2018, the local government of Sinjai Regency launched the SIMPELMI online system, marking an important milestone in the local government's efforts to provide better services to its residents (Suhaeman et al., 2022). This system is one of the innovations created by the local government to address problems in processing permits and public services in Sinjai Regency. Prior to the launch of this system, permit processing and public services in the area were still done manually and took a long time. Therefore, the local government saw the need for an online system that could accelerate permit processing and services while improving the quality of public services.

The SIMPELMI online system is expected to bring several benefits to the local government and the community. One of the main benefits is an increase in efficiency in processing permits and services. With the online system, processing time for permits and services is expected to be significantly reduced, meaning that residents can receive services faster and more efficiently. Additionally, the system is also expected to improve transparency and accountability in government operations. This is because the system allows residents to track the status of their applications and services online, thereby minimizing the possibility of errors or fraud.

The launch of the SIMPELMI online system in Sinjai Regency is a positive development for the community. Studies on the implementation of the system show that the use of the SIMPELMI online application has a positive effect on the efficiency and quality of the provision of public services in Sinjai Regency. The system has been well received by the community and has become an important tool in improving accessibility

and delivery of public services in the area. Residents can now apply for permits and track the status of their applications through the SIMPELMI online system, making the permit processing and service provision process easier and faster.

Overall, the launch of the SIMPELMI online system in Sinjai Regency is a much-needed innovation in processing permits and public services. The system has brought many benefits to the local government and the community, such as increased efficiency, transparency, and accountability in government operations, as well as improved accessibility and delivery of public services. It is hoped that the system can continue to be developed and improved to meet the needs and expectations of the residents of Sinjai Regency.

The Dinas Penanaman Modal dan Pelayanan Perizinan Terpadu Satu Pintu (DPMPTSP) of Sinjai Regency is one of the institutions responsible for issuing business permits and non-permits in the area. Based on the 2019 Regent Regulation, DPMPTSP provides various types of permits and non-permits that can be accessed by the public to start or develop their business.

In Table 1 issued by DPMPTSP of Sinjai Regency, there are several types of permits and non-permits grouped by different business sectors. Some types of permits that can be issued by DPMPTSP include building permits, advertising permits, trade business permits, construction service business permits, and industrial business permits. Meanwhile, non-permits provided by DPMPTSP include building function eligibility certificates, business domicile certificates, and operational permits.

Through DPMPTSP of Sinjai Regency, the process of applying for permits and non-permits can be done more easily and efficiently. With the integrated licensing services, the public can apply for business permits and non-permits online through the SIMPELMI system. This allows for a fast and practical application process without having to come to the DPMPTSP office.

With the availability of various types of permits and non-permits, DPMPTSP of Sinjai Regency plays an important role in facilitating business development in the region. In the long term, it is expected that the support and services provided by DPMPTSP can accelerate economic growth and create new job opportunities in Sinjai Regency.

Table 1. Types Licensing and Non-Licensing

No	Types of Licensing and Non-Licensing
1.	Principle Permit
2.	Location Permit
3.	Environmental Permit
4.	Building Permit (IMB)
5.	Trading Business License (SIUP)
6.	Industrial Business License (IUI)
7.	Warehouse Registration Certificate
8.	Modern Store Business License (IUTM)
9.	Construction Business License (IUJK)
10.	Tourism Business Registration Certificate (TDUP)
11.	Route Supervisor Card
12.	Advertisement Permit
13.	Fishing Vessel Registration Certificate (BPKP)

14.	Andon Vessel Registration Certificate
15.	Andon Vessel Identification Certificate (STKA)
16.	Research Permit
17.	Research Certificate
18.	Health Worker Permit
19.	Health Worker Registration Certificate
20.	Permits related to the health field
21.	Formal Education Institution License
22.	Establishment Permit for Non-Formal Education Units
23.	Environmental Protection and Management Permit
24.	Private Manpower Placement Institution License (LPTKS)
25.	Training Institution Registration Certificate
26.	Savings and Loans Business Permit.

Source: SIMPELMI Application Sinjai Regency

The SIMPELMI application is an innovative solution to simplify the licensing process in Indonesia. One of the main advantages of this application is its ability to provide online complaints. This allows the public to report any complaints related to licensing easily and practically without having to go to the DPMPTSP office. Therefore, the SIMPELMI application can reduce administrative burdens for the public and improve efficiency in licensing services.

In addition, the SIMPELMI application can also break the chain of licensing brokers. Licensing brokers often become a problem in Indonesia, especially in underdeveloped areas. Licensing brokers are people or groups who take advantage of public difficulties in obtaining licenses and offer their services to handle licenses at higher prices than they should be. With the presence of the SIMPELMI application, the public no longer needs to depend on licensing brokers because they can handle licensing independently through this application.

Apart from providing online complaints and breaking the chain of licensing brokers, the SIMPELMI application can also educate the public in using the internet. The use of the internet is becoming increasingly important in the digital era like today. However, many Indonesians still do not have access to the internet or are not familiar with information technology. By using the SIMPELMI application, the public can learn and get used to using information technology to handle their licensing.

The steps in licensing through the SIMPELMI application can be done easily. First, the public must register and create an account in the SIMPELMI application. After that, they can choose the type of license they want to handle and fill in the provided form. Then, the public can attach the required supporting documents and pay the licensing fee through this application. After all the requirements are met, the licensing application will be processed by the DPMPTSP and notification of the application status will be sent to the user's account on the SIMPELMI application.

Online registration on SIMPELMI application

The SIMPELMI application provides convenience in the process of online licensing registration. In this registration process, users need to download the application first to start the process. After the application is downloaded, users can fill out the registration form provided and upload some required documents, such as ID cards and tax

identification numbers (NPWP). Users also need to have an active email that will be used as a means of communication with DMPPTSP.

The process of filling out the registration form in the SIMPELMI application is very easy and fast. The registration form is already available in the application, so users only need to complete the requested data completely and clearly. In addition, the SIMPELMI application also provides a guide for filling out the form so that users do not have difficulty in doing so.

Meanwhile, in uploading documents, users only need to prepare several documents such as ID cards and NPWP. After these documents are uploaded, DMPPTSP will process them and send notifications via email about the user's registration status.

In the licensing registration process through the SIMPELMI application, users need to ensure that all documents have been filled out and uploaded correctly. This is very important because the accuracy and completeness of the documents will affect the licensing registration process. By using the SIMPELMI application, users can speed up the licensing registration process and minimize errors in document filling.

Offline registration of licensing at DMPPTSP Sinjai

Offline registration for business permits at DMPPTSP Sinjai can also be done by visiting the DMPPTSP Sinjai office directly. The offline permit registration process includes several steps, which are as follows: taking and filling out the form, completing the application documents, returning the form and documents, waiting for verification from the counter, sending a survey team from the department, making payments, and collecting the business permit.

The first step in the offline registration process is taking and filling out the form. This form contains important information about the business, including the name of the business, the location, the type of business, and the owner's details. It is essential to fill out the form accurately and completely to avoid delays or rejection of the application.

The second step is to complete the application documents, which include several necessary documents such as identity cards, land certificates, and building permits. The completeness and accuracy of the documents will affect the success of the application, so it is important to make sure all documents are in order.

After completing the application documents, the next step is to return the form and documents to the counter for verification. At this stage, the counter will verify the completeness and accuracy of the documents and ensure that they meet the necessary requirements for obtaining a business permit.

Once the documents are verified, the department will send a survey team to visit the location of the business. The survey team will assess the business's compliance with local regulations and requirements, such as zoning regulations and safety standards. If the survey team finds any discrepancies or issues, the business owner will need to make the necessary changes or improvements before the permit can be issued.

The final steps of the offline registration process involve making payments and collecting the business permit. The cost of the permit may vary depending on the type of business and the location. After making the payment, the business owner can collect the business permit and begin operating their business.

Issuance of permits

The public can apply for licenses online, and then the agency will send a survey and technical team to pick up the required documents while conducting a survey and site inspection. If the requirements are met, the license issuance process is quick, easy, and definite. Similarly, for those who register for licenses offline, the process involves waiting for verification from the service counter. Once approved, the agency will send a survey team and facilitate payment and the issuance of the business license.

The online application system for licenses provides a convenient and efficient way for the public to obtain licenses. By submitting an application online, applicants can save time and effort in traveling to the office to submit documents. Moreover, the agency's survey and technical team will pick up the required documents while conducting a survey and site inspection, thus ensuring that all necessary information is obtained for the license issuance process.

On the other hand, the offline application process involves visiting the service counter and following a series of steps, including filling out a form, completing the application requirements, returning the form and documents, waiting for verification, and surveying by the agency's team. The process may take a longer time compared to the online application, but it also provides an alternative for those who may not have access to the internet or prefer the traditional approach. Once the application is approved, the agency will facilitate the payment process and the issuance of the business license.

The following is a recap of the number of licensing services that have been published in 2019:

Table 2. Number of Permissions

Month	Number of Permissions
January	235
February	261
March	336
April	308
May	320
June	247
July	574
August	243
September	310
October	263
November	234
December	409
Total	3740

Source: <https://dpmptsp.sinjaikab.go.id/>

The recap of the number of permit applications that have been issued in the last 3 years and is a merger of offline and online licensing services. It can be seen in the following table:

Table 3. Number of Licensing for the 2019-2021

Years	Number of Permissions
2019	3.740
2020	1.746

2021	1.830
------	-------

Source: <https://dpmptsp.sinjaikab.go.id/>

Obstacles to implementation of SIMPELMI Online Application in Sinjai Regency

The implementation of the SIMPELMI online application policy in Kabupaten Sinjai has faced several obstacles. These obstacles include difficulties in accessing the SIMPELMI application due to limited internet network, uneven socialization in society, lack of understanding in using the application, and the occurrence of application errors.

One of the main obstacles in implementing the SIMPELMI online application policy is the limited internet network. Many areas in Kabupaten Sinjai have limited access to the internet network, making it difficult for the public to access the SIMPELMI application. To overcome this obstacle, the government needs to improve the internet infrastructure in the region, such as building more cell towers and increasing broadband access.

Another obstacle faced in the implementation of the SIMPELMI online application policy is the lack of socialization and education among the public. Many people are still not familiar with the SIMPELMI application and its benefits, which leads to a lack of enthusiasm in using the application. To overcome this obstacle, the government needs to improve its role as a public servant by providing more comprehensive and informative education and socialization about the benefits of the SIMPELMI application to the public.

Additionally, the lack of understanding in using the SIMPELMI application is another obstacle in implementing the policy. Many people are not familiar with the features and functions of the application, leading to confusion and errors in using the application. To overcome this obstacle, the government needs to provide more guidance and training on how to use the SIMPELMI application to the public.

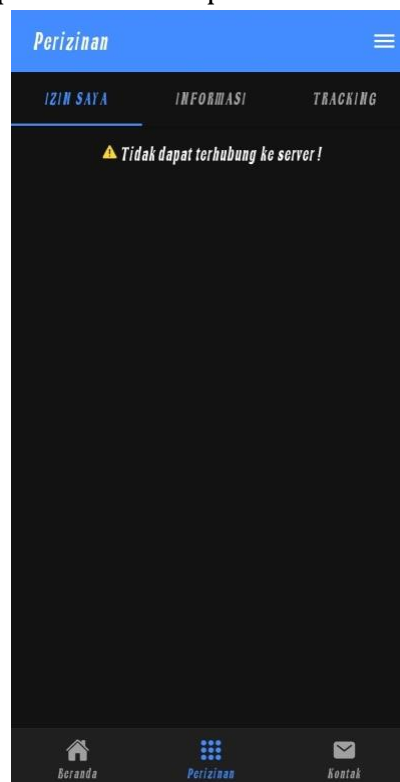


Figure 1. The SIMPELMI Application Dashboard Page When Error Occurs

The occurrence of application errors is also an obstacle in implementing the SIMPELMI online application policy. The occurrence of errors in the application makes it difficult for users to use and access the application. To overcome this obstacle, the government needs to improve the quality of the SIMPELMI application by fixing any existing bugs and errors and providing regular maintenance and updates to the application.

CONCLUSION

Based on the results and discussion of the study, it can be concluded that the implementation of the SIMPELMI online application in the One-Stop Integrated Investment and Licensing Service Agency (DMPPTSP) in Sinjai Regency has generally been running well. However, there are still some challenges faced by the DMPPTSP in Sinjai, especially related to the SIMPELMI application itself which is still not optimal in its use. It is also evident that the application is currently experiencing errors and still has many shortcomings, indicating a need for system improvement and development in the future. In addition, the lack of public understanding and awareness about the SIMPELMI application and its usage also needs to be addressed.

Overall, the study has shown that the SIMPELMI online application has the potential to improve the quality of public services in Sinjai Regency. To achieve this, it is recommended that the government increase its role as a public servant by providing better education and socialization, as well as providing consultants to assist application users. Furthermore, there is a need to ensure that the SIMPELMI application functions optimally and to promote awareness among the public to ensure the successful implementation of the online system. By addressing these challenges, the SIMPELMI application can continue to be an effective tool in improving the quality of public services in Sinjai Regency.

REFERENCE

- Andersson, C., Hallin, A., & Ivory, C. (2022). Unpacking the digitalisation of public services: Configuring work during automation in local government. *Government Information Quarterly*, 39(1), 101662. <https://doi.org/10.1016/j.giq.2021.101662>
- Anwaruddin, A. (2012). e-Leadership for e-Government in Indonesia. In *Millennium Development Goals and Community Initiatives in the Asia Pacific* (pp. 177–187). Springer.
- Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. *Journal of Service Management*, 30(4), 484–506. <https://doi.org/10.1108/JOSM-12-2018-0398>
- Colorafi, K. J., & Evans, B. (2016). Qualitative Descriptive Methods in Health Science Research. *Health Environments Research and Design Journal*, 9(4), 16–25. <https://doi.org/10.1177/1937586715614171>
- El Bilali, H., & Allahyari, M. S. (2018). Transition towards sustainability in agriculture and

- food systems: Role of information and communication technologies. *Information Processing in Agriculture*, 5(4), 456–464. <https://doi.org/10.1016/j.inpa.2018.06.006>
- Escobar, O. (2020). Transforming lives, communities and systems? Co-production through participatory budgeting. *The Palgrave Handbook of Co-Production of Public Services and Outcomes*, 285–309. https://doi.org/10.1007/978-3-030-53705-0_15
- Hermana, B., & Silfianti, W. (2011). Evaluating e-government implementation by local government: digital divide in internet based public services in Indonesia. *International Journal of Business and Social ...*, 2(3), 156–164. [http://ijbssnet.com/journals/Vol. 2 No. 3 \[Special Issue - January 2011\]/18.pdf](http://ijbssnet.com/journals/Vol. 2 No. 3 [Special Issue - January 2011]/18.pdf)
- Hong, J., & Cross Francis, D. (2020). Unpacking complex phenomena through qualitative inquiry: The case of teacher identity research. *Educational Psychologist*, 55(4), 208–219. <https://doi.org/10.1080/00461520.2020.1783265>
- Inkinen, T., Helminen, R., & Saarikoski, J. (2019). Port digitalization with open data: Challenges, opportunities, and integrations. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(2), 30. <https://doi.org/10.3390/joitmc5020030>
- Karman, K., Deswanto, R., & Ningsih, S. A. (2021). Implementasi E-Government Pada Pemerintah Daerah. *Jurnal Studi Ilmu Pemerintahan*, 2(2), 43–50. <https://doi.org/10.35326/jsip.v2i2.1525>
- Kummerow, M., & Lun, J. C. (2005). Information and communication technology in the real estate industry: Productivity, industry structure and market efficiency. *Telecommunications Policy*, 29(2-3 SPEC.ISS.), 173–190. <https://doi.org/10.1016/j.telpol.2004.12.003>
- Mohajan, H. K. (2018). Qualitative Research Methodology in Social Sciences and Related Subjects. *Journal of Economic Development, Environment and People*, 7(1), 23. <https://doi.org/10.26458/jedep.v7i1.571>
- Orji, I. J., Kusi-Sarpong, S., Huang, S., & Vazquez-Brust, D. (2020). Evaluating the factors that influence blockchain adoption in the freight logistics industry. *Transportation Research Part E: Logistics and Transportation Review*, 141, 102025. <https://doi.org/10.1016/j.tre.2020.102025>
- Rahmanto, A. N., & Dirgatama, C. H. A. (2018). The implementation of e-government through social media use in local government of Solo Raya. *2018 International Conference on Information and Communications Technology, ICOIACT 2018, 2018-January*, 765–768. <https://doi.org/10.1109/ICOIACT.2018.8350763>
- Rice, J., & Martin, N. (2020). Smart infrastructure technologies: Crowdsourcing future development and benefits for Australian communities. *Technological Forecasting and Social Change*, 153, 119256. <https://doi.org/10.1016/j.techfore.2018.03.027>
- Soni Fajar Surya, G., & Amalia, A. (2017). The critical success factors model for e-Government implementation in Indonesia. *2017 5th International Conference on Information and Communication Technology, ICIC7 2017*, 1–5. <https://doi.org/10.1109/ICoICT.2017.8074711>

- Suhaeman, I., Haerana, H., & Riskasari, R. (2022). Inovasi Pelayanan Berbasis Online Di Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Kabupaten Sinjai. *Jurnal Administrasi Publik*, 13(1). <https://doi.org/10.31506/jap.v13i1.15395>
- Sumardi, Nawir, A., & Mukhlis, S. (2021). Analisis Transformasi Birokrasi Melalui Pengembangan e-Government di Indonesia. *Journal of Government Insight*, 1(2), 84–91. <https://doi.org/10.47030/jgi.v1i2.308>