



Analysis of the impact of the public service mal on increasing the number of NIBs in Serang City

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ABSTRACT

This study aims to determine the impact of the presence of Public Service Mals on the increase in the number of Business Identification Numbers (NIB) in Serang City. To find out how much impact the presence of MPP has, the authors compared the data in 2022 with 2023. This study used a qualitative descriptive method with an inductive approach. The type and source of data used is secondary data. The result of this study is the number of NIBs issued after the presence of MPP in 2023 by comparing data before the inauguration of MPP in 2022. In 2022, there are 5,529 Micro Small Enterprises that have NIB. 2023, after the inauguration of the Serang City Public Service Mal, there will be a significant increase of 206.31% or an increase of 5,878 to 11,407 micro-small enterprises with NIB. Meanwhile, in 2022, 67 Non-MSEs have NIB; in 2023, it will decrease by -34.32% or 44 to only 23 Non-MSEs with NIB. The increase in NIB in 2023 is due to the large number of business actors interested in experiencing the comfort and ease of service at Serang City Public Service Mal.

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1. INTRODUCTION

Public service is necessary for the community, and the Government has various vital tasks to develop the country, one of which is to provide public services to the community. According to the Law of the Republic of Indonesia, Number 25 of 2009, Public Service is an activity or series of activities fulfilling service needs by laws and regulations for every citizen and resident of public service providers' goods, services, and administrative services. The purpose of public service is to provide satisfaction and services that meet the wants and needs of the community in general. To achieve this target, the quality of service that meets the community's needs must be the Government's target based on service principles (Afriani, 2022). In addition, public services will indirectly create *Good Governance* in the Government. *Good Governance* is an activity of a government institution that is carried out based on the interests of the people and applicable norms to realize the ideals of the state (Muliawaty & Hendryawan, 2020).

Public services are the most crucial part of a government system (Setiawan & Artikel, 2023). One of the crucial public services is the licensing service. The problem of

public services that has become a phenomenon is the tendency of people who need services to prefer intermediaries rather than having to take care directly at the place of service (Yusriadi & Misnawati, 2019).

The government, through the Ministry of State Apparatus Empowerment and Bureaucratic Reform (KEMENPANRB), created an innovation, namely the Public Service Mal (MPP), which combines services from the central, regional, and private governments in one building to realize excellent service (Puspita Lestari et al., 2020)

The Public Service Mal (MPP) is expected to provide ease of administration services to the community. The Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 23 of 2017 concerning the Implementation of Public Service Mal is the basis for improving public services (Aldina & Hidayat, 2023). Service programs are needed to help improve service quality and efficiency (Ertien R. Nawangsari, Eko Purwanto, 2019). Public service is defined as providing service peoples needs or people who have an interest in certain organization in accordance with basic rules and procedures that have been established (Rianti, 2019). The implementation of MPP is an expansion integrated service functions with space scope of all licensing service and non-licensing authority central and regional government and service state-owned enterprise/business entities regional/private owned (Sembiring & Sembiring, 2021). The quality of service is every action or activity that can be done offered by one party to another, is essentially intangible and not result in any transfer of ownership (Bernik, 2019). Local governments are in ideal position to integrate data government, private sector and citizens to provide useful public service digital (Afriyani et al., 2022). The quality of public service provided by government officials carried out based on the criteria for the quality of public service put forward which includes tangibles, reliability, responsiveness, assurance, empathy (Toni & Koenti, 2020)

Public Service Mal (MPP - Mal Pelayanan Publik) became one of the breakthroughs and became the government's effort to improve public services. Public Service Mal (MPP) is used to overcome integrated services currently not integrated between central and regional services and business services in one place. Public Service Mal (MPP) is where public service delivery activities for goods, services and administrative services unify the public service system. It is an expansion of the integrated service function provided by the government, both the Central Government and Regional Government, as well as SOE/BUMD/private services in one place to create fast, simple, affordable, safe services and comfortable the community (Vaelovexsia et al., 2021). Public Service Mal (MPP) facilities are designed according to the community's needs by considering that comfort is complex and combines public service functions (Andrea et al., 2022).

The purpose of establishing the Public Service Mal (MPP) is to provide the community convenience, speed, affordability, security and comfort of services. The implementation of Public Service Mals (MPP) is combined through information technology to face the challenges of the Industrial Revolution 4.0. The presence of the Public Service Mal (MPP) is also expected to increase the value of the ease of doing business (Yoga Restu Nur Roqim, Titik Djumiarti, 2021).

Public Service Mal has a concept of integrating all types of services in one building. In the Public Service Mal (MPP), there are activities for implementing public services, be it goods, services or administrative services provided by the Central and Regional Governments, and these various services are in one particular location or building (Umam, 2020). The concept of Public Service Mal (MPP) is offered to be an integrated solution and service that is integrated between central and regional services as well as business services in one place (Hasiholan et al., 2020). Furthermore, the Public Service Mal (MPP) is designed to improve governance by involving government, community, and private bureaucracy. This is done through a memorandum of understanding between the three entities (Efendi et al., 2022).

One of the efforts to provide convenience for the community in meeting their needs in managing business permits, Serang City Public Service Mal has collaborated with several Central Government Agencies and Regional Equipment Organizations (OPD) by providing service outlets including the Investment and One-Stop Integrated Services Office (DPMPTSP), Health Office (DINKES), Public Works and Spatial Planning Office (DPUPUR), Regional Revenue Agency (BAPENDA), Population and Civil Registration Office (DISDUKCAPIL), Manpower and Transmigration Office (DISNAKER), National Narcotics Agency (BNN), District Attorney (KEJARI), Samsat, BPJS Kesehatan, BPJS Employment with 152 licensing and non-licensing services. The outlet is expected to equip the community to meet their needs at the Public Service Mal.

Business licenses issued by ministries/agencies and local governments to start developing businesses must be reorganized to suit the business world's demands, technological developments, and global competition. One-Stop Integrated Services (PTSP) in the central and local governments are enhanced to be more efficient by providing an Electronic Integrated Business Licensing Service (*Online Single Submission* – OSS) system. Article 25, paragraph (4) of Law Number 25 of 2007 concerning Capital Investment, explains that people who will do business must obtain a license by the provisions of laws and regulations from the agency with the authority. OSS is a Business License issued by the OSS Institute for and on behalf of ministers, heads of institutions, governors, or regents/mayors to business actors through an integrated electronic system (Ristiani & Publik, 2020).

The use of OSS is for managing business licenses by business actors who have criteria, including in the form of business entities and individuals, are micro, small, medium and large enterprises, and individual businesses/business entities both new and established before the operationalization of OSS. In this case, businesses with capital that entirely come from within the country and a composition of foreign capital. OSS is applicable for all business owners to obtain a Business Identification Number (NIB), where the Business Identification Number (NIB) is a form of business actor identity and legality to carry out business activities. Business Identification Number (NIB) is one of the licenses in a business. NIB identifies individual and non-individual business actors (Aji Putra et al., 2022).

Based on the website of the Ministry of State Apparatus Empowerment and Bureaucratic Reform (KEMENPANRB) with one of its indicators in the Ease of Doing Business (EoDB) in 2018, Indonesia is ranked 72 out of 190 countries related to service standards which include time, cost, and procedures (Febriana Puryatama & Haryani, 2020). The United States Census Bureau and Worldmeters Indonesia are included in developing countries. They are ranked fourth with the largest population in the world at 273,523,615 people, with a state area of 1,811,570 km², and Indonesia has the second highest growth rate in the world at 1.07% per year. This will undoubtedly impact the community's needs regarding public services (Safira Aulia Salma, 2022). Public services can be effective if the community feels the ease of service with fast, precise, and satisfactory procedures. Business actors who want to have a Business Identification Number are the exception. Based on this, the author is behind in researching the impact of Public Service Mal (MPP) in Serang City (Widya et al., 2019).

Legality or business permits are essential for business actors; therefore, the Serang City Government immediately took action in collaboration with the Investment and One-Stop Integrated Services Office (DPMPTSP) of Serang City to strive for business owners, including MSMEs in Serang City to have Business Identification Number (NIB) evenly. Apart from being a function of business legality, the Business Identification Number (NIB) is also intended to be able to collect MSME data digitally for later use in programs to support the development of MSMEs in the future (Auliyah & Legowo, 2022).

The city of Serang is one of the cities with high potential for MSMEs, as indicated by the high number of MSMEs in this city. Serang consists of 6 districts, namely Serang,

Taktakan, Cipocok Jaya, Curug, Walantaka, and Kasemen. The significant number of MSMEs is not accompanied by NIB ownership (Arsanto et al., 2022).

As proof of business legality, business actors are required to have a Business Identification Number (NIB) through the Online Single Submission (OSS) system. NIB is the identity of business actors issued by the OSS institution after business actors register (Diana et al., 2022).

The limitations of the community in using electronic service systems, in this case, the OSS system, create a digital divide, which occurs in the city of Serang. Such as the community's inability to create emails and convert physical documents into soft files. As a result, business actors still have to visit the Office of Investment and Integrated One-Stop Service (DPMPTSP) of Serang City for the account registration process and business permit issuance (Rahayu et al., 2021).

The Organisation for Economic Co-operation and Development (OECD) states that SMEs are independent companies with fewer than a certain number of employees. In Indonesia, SMEs are one of the pillars of the country's economy and play a role in tackling unemployment. The gap found when business actors do not have a Business Identification Number (NIB) is the difficulty in obtaining various types of permits and in accessing capital. The growth of SMEs presents opportunities for income and sources of employment opportunities.

Based on the description above, the author is interested in conducting research related to the implementation of central government regulations regarding business licensing services through the OSS system in the region, especially in the city of Serang, with the title "Analysis of the impact of the presence of public service malls on the increase in the number of NIBs in the city of Serang."

2. RESEARCH METHOD

This research uses a descriptive method with a qualitative approach. In order to provide a detailed description of the research study, namely the Impact Analysis of the Presence of Public Service Mal on the Increase in the Number of NIB in Serang City, the author uses a qualitative research approach so that it can answer a fact on the existing phenomenon. The qualitative research method is used to examine objects with natural conditions (actual conditions, not set or in experimental conditions), where the author is the critical instrument based on the philosophy of *postpositivism* (Haris Wanto, 2019). The location of this research was carried out at the Investment Office and One-Stop Integrated Services of Serang City OPD, which houses the presence of Public Service Mal in Serang City located on Jl, Mayor Syafe'i No.3, Kotabaru Village, Serang District, Serang City. The data source used in this study is a secondary data source, namely data taken from the Investment Office and One-Stop Integrated Services of Serang City.

The data collected for this research may include: Number of NIB registrations before and after the establishment of the Public Service Mal, Number of NIB registrations before and after the establishment of the Public Service Mal, Demographic information of business owners registering for NIB, Feedback or perceptions of business owners regarding the ease of registering for NIB before and after the introduction of the Public Service Mal, Any changes or improvements in the registration process for NIB after the implementation of the Public Service Mal, and Comparative data on the efficiency and effectiveness of NIB registration processes between traditional methods and those facilitated by the Public Service Mal.

3. RESULTS AND DISCUSSIONS

Public Service Hall (PSH) Georgia and Asan Xidmat Azerbaijan, both of whom have signed a memorandum of understanding with the Ministry of State Apparatus Empowerment and Bureaucratic Reform (KEMENPANRB), became the inspiration for the presence of Public Service Mal in Indonesia in order to strengthen the organization and strengthen human resources. Then, Regulation Number 23 of 2017 contains the Implementation of Public Service Mal issued by the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia (Bina et al., 2022). Minister of Apparatus Empowerment and Bureaucratic Reform (PANRB), Abdullah Azwar Anas, M.Si inaugurated the Public Service Mal in Serang City on Monday, 5 December 2022, at the Vice President Palace which was attended by the Mayor of Serang, H. Syafrudin S.Sos., M.Si accompanied by the Head of Serang City DPMPTSP, H. Ritadi, M.Si and witnessed directly by the Vice President of the Republic of Indonesia, K.H. Ma'ruf Amin.

Public Service Mal in Serang City is an integrated service and a form of joint activity of several public service agencies. Also, Regional Owned Enterprises aims to provide convenience, comfort and security for people who want to get services and also provide ease of doing business, which until now there are 11 Regional Equipment Organizations (OPD), including the Investment Office and One-Stop Integrated Services (DPMPTSP), Health Office (DINKES), Public Works and Spatial Planning Office (DPUPUR), Regional Revenue Agency (BAPENDA), Population and Civil Registration Office (DISDUKCAPIL), Manpower and Transmigration Office (DISNAKER), National Narcotics Agency (BNN), District Attorney (KEJARI), Samsat, BPJS Kesehatan, BPJS Employment with 152 licensing and non-licensing services. That way, it can provide convenience to the community, especially for business actors who will create a Business Identification Number (NIB) at Serang City Public Service Mal.

After passing the Job Creation Law, the Ministry of Investment said there would no longer be the SKU, TDP, and SIUP issuance. Business actors take care of the business identification number (NIB). Business actors, including MSMEs, can follow the management flow, starting with creating an OSS account. Business actors must have an NIK to access OSS for individual business owners. Furthermore, business actors can fill in their name, NIK, type of capital, address, and country of origin. Then, the next step is to fill in the business sector, the size of the investment plan, the location of the investment, fiscal facilities, contacts, and NPWP. For business actors who do not have an NPWP, OSS will assist in providing an NPWP. After all data has been filled in, OSS will automatically issue the NIB. NIB serves as a business legality and an identification for individual and non-individual business actors. Having an NIB allows business actors to take care of their business and operational licenses. NIB consists of a random number of 13 digits containing an electronic signature and security (Widya et al., 2019).

The type of data that the author analyzes is secondary data, that is, data that already exists and includes the location of the study and other data that supports the research problem. The following is a recapitulation of issuing a Business Identification Number (NIB) at the Investment Office and One-Stop Integrated Services of Serang City, which houses the implementation of Public Service Mal in Serang City in 2022-2023.

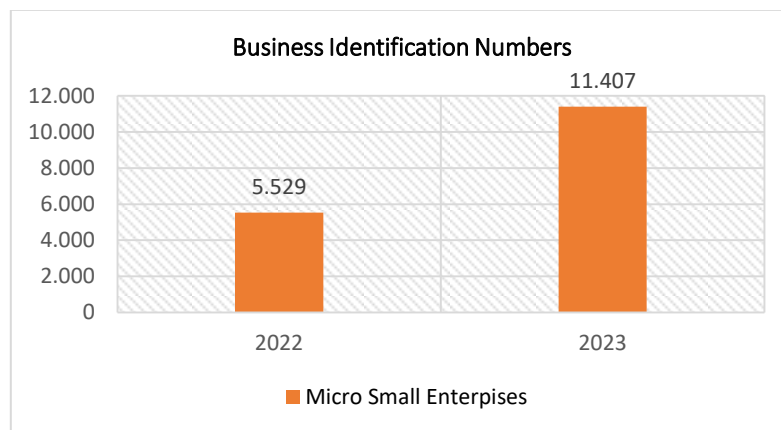
Tabel 1. Issuance of Business Identification Number for 2022-2023

NIB	Year		Presentase
	2022	2023	
UMK	5.529	11.407	206,31%
Non UMK	67	23	(34,32%)

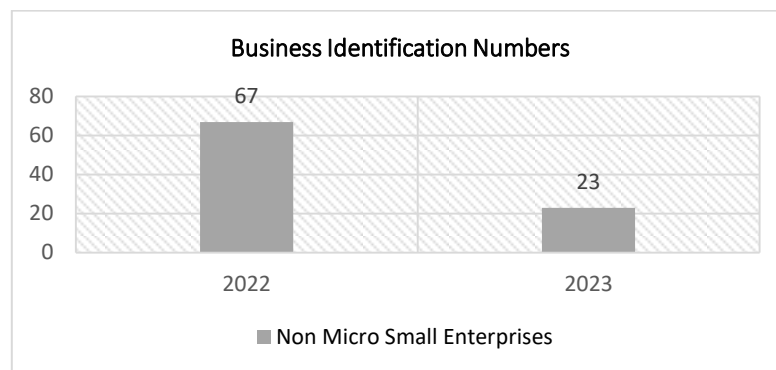
Sumber : DPMPTSP Kota Serang (2024)

Based on Table 1, it is known that in 2022, there are 5,529 Micro Small Enterprises that have NIB. In 2023, after the inauguration of the Serang City Public

Service, Mal experienced a significant increase of 206.31% or an increase of 5,878 to 11,407 Micro Small Enterprises with NIB. Meanwhile, in 2022, 67 Non-MSEs have NIB; in 2023, it will decrease by -34.32% or 44 to only 23 Non-MSEs with NIB. The increase in NIB in 2023 is due to the large number of business actors interested in experiencing the comfort and ease of service at Serang City Public Service Mal. Then, NIB is an integral part of business actors because it functions as a business identity and legality, and consumers increasingly trust the brand owned by the MSME, which impacts the increase of regional original income in Serang City.



Grafik 1. NIB UMK published year 2022-2023



Grafik 2. Non-UMK NIB published in 2022-2023

In 2022, before the establishment of the Public Service Mal in Serang City, 5,529 Micro Small Enterprises (MSEs) had NIB, and 67 Non-MSEs had NIB. Then, in 2023, after the establishment of the Serang City Public Service Mal, there were 11,407 Micro Small Enterprises (MSEs) with NIB and 23 Non-MSEs with NIB. That means there was an increase in the number of NIBs issued by 5,878 for MSE actors. Meanwhile, Non-MSEs decreased by 44 to only 23 Non-MSEs who had NIB.

The presence of the Public Service Mall in Serang City has received high enthusiasm from the community, especially for business actors who are still unfamiliar with accessing the OSS for registration and obtaining the Business Identification Number (NIB). People prefer to come directly to the Office of Investment and Integrated One-Stop Service (DPMPSTP) of Serang City to receive services and ease in obtaining the Business Identification Number (NIB). As a result, in 2023, there was an increase of 206.31% in the number of Micro and Small Enterprises holding NIBs.

All types of integrated services within one building at the Public Service Mall greatly facilitate the community who want to handle all kinds of permits. This is an innovation expected to be a solution for business services in one place. The public service mall has a very positive impact on business actors who want to have their business legality, as shown by the increase in the number of NIB issuances from 2022 to 2023.

NIB is mandatory for business actors who want to process business permits through OSS. Here are the steps to obtain NIB for business actors in Serang City:

- a. Log-in to the OSS system
Business actors use the user ID and password that have been sent to their email during account activation.
- b. Filling in the required data, such as: company data, shareholders, capital ownership, investment value, and plans for the use of labor, including foreign workers.
In its implementation, if business actors employ foreign workers, they will agree to appoint accompanying workers and will conduct education and training in accordance with Presidential Regulation Number 20 of 2018 or with a declaration letter.
- c. Filling in business sector information that corresponds to the 5-digit Indonesian Standard Industrial Classification (KBLI), in addition to the available 2-digit KBLI information from AHU. Business actors must also provide a description of the business sector.
In its implementation, the selected KBLI must be included in the list of open business sectors with certain requirements as stated in the Negative Investment List (DNI). Business actors are required to agree to a statement of willingness to fulfill the specified requirements in order to proceed with the registration process in the OSS system.
- d. Providing a checklist mark as evidence of approval of the statement regarding the truth and validity of the entered data (disclaimer).
In its implementation, all business actors have understood and agreed to the statement of truth and validity of the data entered by business actors in the OSS system.

According to the author, based on Graph 1, it shows that the presence of the Public Service Mall in Serang City has a significant influence on the increase in the number of Business Identification Numbers in Serang City. This means that the government's innovation in providing easy licensing services for the community in one place has succeeded in making people interested in coming to the Public Service Mall.

4. CONCLUSION

The Public Service Mall is designed to transform exemplary public service governance. We are combining various types of services in one place, simplifying procedures, and easing access for the community to increase public trust in public service providers. The Serang City Public Service Mall was inaugurated on December 5, 2022 and has a positive impact on the increase in the number of NIBs issued in Serang City in 2023, increasing compared to 2022 of 11,407 UMK NIBs and 23 Non-UMK NIBs.

The limitations of the research include the reliance on secondary data sources and the potential for biases in data collection. Suggestions for future research to address these limitations could involve conducting primary data collection to validate findings, employing more diverse research methods to capture a broader range of perspectives, and exploring longitudinal studies to track changes over time. Additionally, investigating the impact of external factors such as policy changes or economic conditions on the relationship between the presence of Public Service Malls and the increase in NIB registrations could offer further insights.

The research implications and contributions may include: Providing insights into the effectiveness of establishing Public Service Malls in facilitating business registration

processes, particularly for micro and small enterprises, Highlighting the importance of accessible and user-friendly government services in promoting business formalization and compliance, Offering practical recommendations for policymakers to improve the efficiency of business registration procedures and enhance support for entrepreneurship, and Contributing to the existing body of literature on the role of government service centers in promoting economic development and fostering entrepreneurship at the local level.

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