

Innovation of the Tanjung Pinang City Public Service Mall (MPP) in Improving the Quality of Public Services

Ruth Kristina Panggabean¹, Firman²,
ruthpanggabean1509@gmail.com

Program Studi Ilmu Administrasi Negara, Universitas Maritim Raja Ali Haji, Indonesia¹
Program Studi Ilmu Administrasi Negara, Universitas Maritim Raja Ali Haji, Indonesia²

Abstract. The importance of public service innovation can be seen from several studies conducted previously on the discovery of public services in several regions in Indonesia. The government through the Ministry of State Mechanisms and Bureaucratic Forms (KEMENPANRB) has made one of the latest innovations in the implementation of excellent services, namely the establishment of Public Service Malls (MPP) from the issuance of Permenpan RB Number 23 of 2017. by the One-Stop Investment and Integrated Services Service (DPMPTSP). Data analysis techniques in this study are data reduction, data presentation and conclusions. Dissemination of data as many as 5 informants. This research uses rogers theory in (yogi sumarno 2008: 17). The results showed that there were 33 agencies and 152 BUMN and BUMD services The novelty value of MPP, for example OSS, digital signatures and MPP new innovations, namely the marriage place, the positive value of MPP several services in one place population permits and simpege health permits, digital ktp, sicutik, digital npwp and digital bpjs Effective and efficient Requirements are facilitated by easy and fast online services and transparency constrained by human resources and mediocre budget facilities and infrastructure MPP is known by many people from social media and word of mouth promotional strategies. Conclusion The TanjungPinang Public Service Mall (MPP) has run optimally, effectively and community participation has been good, but there are still constraints in terms of human resources and inadequate facilities. The suggestion is that DPMPTSP should add more facilities and then coordinate with related agencies in the MPP.

Keywords: Innovation, Public Service, Public Service Mall

1 Introduction

Innovation is a must for service organizations in the public sector. Government agencies, as service providers, are required to innovate to improve the quality of service to the public. Conflicts persist in the activities and processes of providing public services. Several local governments compete and strive to provide the best service to their citizens. However, these efforts often fall short of optimal performance, ultimately resulting in solutions and sometimes causing complications [1].

It is understood that there are still many shortcomings in public service providers. As explained in the public service quality evaluation seminar, there are several contradictions in public services. There are also a small number of agencies that must provide services with standard operating procedures, and this is clear. There are still several responsible agencies and service providers who still do not have SOPs in the form of clear processes and procedures for providing services. As a result, ineffectiveness and efficiency are lacking in terms of the duration of services provided, potentially wasting time for citizens receiving services. Currently, only a few service providers have time limits for service incentives, such as vehicle certificate renewals

that already have standard SOPs and service regulation deadlines [2].

From the aspect of public reports based on alleged maladministration, there are three categories of complaints that are most prevalent: reports of protracted delays (33.23%). This indicates a bureaucratic condition that remains convoluted and appears slow in providing services to the public. There is a lack of clarity on service standards, especially regarding transparency of the time required to complete the service process. Furthermore, procedural deviations account for 28.69%. Slow service processes create opportunities for irregularities such as extortion, data manipulation, and corrupt practices [3]. In practice, we often encounter people who want instant service by simply paying the service provider to prioritize their service. This action undoubtedly results in losses for both the state and the wider community. Furthermore, issues related to the failure to provide services accounted for 21.19%. There are still findings that public complaints about the non-fulfillment of requested services. Sourced from the 2021 Annual Report of the Indonesian Ombudsman [4]

"In 2022, there were approximately 19,809 reports of maladministration nationally. The top five were prolonged delays, failure to provide services, procedural deviations, incompetence, and incompetence (85.81%)," he explained while opening the working meeting of the Indonesian Ombudsman for the Riau Islands [5].

Based on the explanation above, Tanjungpinang City is one of the regions that has a Public Service Mall (MPP). The Public Service Mall (MPP) in Tanjungpinang City is under the auspices of the Investment and One-Stop Integrated Services Agency (DPMPTSP). It was inaugurated on Wednesday, October 26, 2022, by the Minister of Administrative and Bureaucratic Reform (PANRB) Abdullah Azwar Anas and the Governor of the Riau Islands Ansar Ahmad. The public service mall itself has 31 agencies and 151 services intended to provide convenience to the public in Tanjung Pinang City in managing various matters. Considering the quality of government apparatus services to the public in all public service sectors must be continuously improved. The theory was put forward by Rogers (1983) in Yogi Suwarno (2008:17) which has 5 indicators that can be measured to assess Public Service Mall (MPP) from the Public Service discovery attributes: (Yogi, 2008) Furthermore, the concepts discovered by researchers are 1) new discoveries in MPP which have advantages or added value compared to previous discoveries, 2) Factors faced by MPP, the level of complexity faced by MPP, 3) Socialization about MPP, innovations that are accepted and have been tested which have added value compared to previous innovations that are out of date.

2 Method

This study uses a descriptive approach. *literature review* by collecting and reviewing literature related to innovation diffusion of innovation (Rogers E.M., 1983). The literature is used to review the concept of Public Service Mall, new discoveries in MPP, factors faced by MPP, levels, socialization about MPP [27].

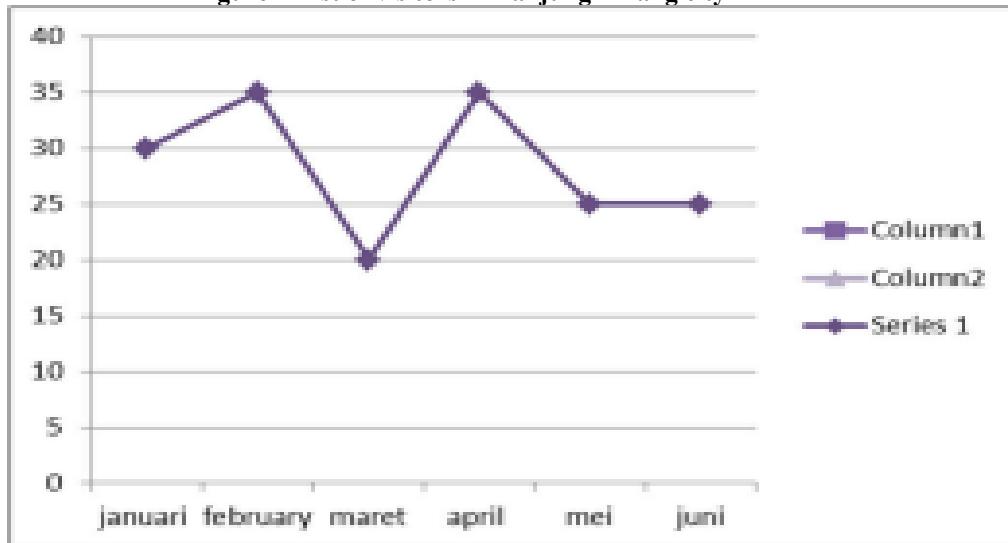
3 Discussion

Public Service Mall (MPP) Concept

Public Service Mall is a place where activities or activities of organizing public services for goods, services, and/or administrative services. This is an expansion of the function of integrated central and regional services, as well as services of State-Owned Enterprises, Regionally-Owned Enterprises, and the Private Sector, with the aim of providing fast, easy, affordable, safe, and comfortable services [28]. The Ministry of Administrative and Bureaucratic

Reform (PAN RB) built a Public Service Mall to improve and change the governance of public services. By combining various types of services in one place, simplifying processes and procedures, and integrating various services into the Public Service Mall, it is hoped that the Public Service Mall will become a role model for integrated services between Ministries and Institutions [29]. The basic principles of public service focus on transparency, efficiency, and convenience in the provision of services, which allows for certainty of time, clarity of processes and procedures, and transparency of costs [8]. Number and Types of Services in the TanjungPinang Public Service Mall The Tanjungpinang City MPP is located at Jalan Agus Salim No. 1, Tanjungpinang City, Riau Islands Province. There are 151 types of services from 31 agencies integrated in the MPP [30].

Figure 1 List of visitors in Tanjung Pinang city



Source: mpp.tanjungpinangkota.go.id/

Based on the graph above, it can be concluded that the Public Service Mall of Tanjung Pinang city has an increase every month in terms of visitors [31]. This can be seen from January where there are 15-30 people per day coming to the MPP to process several documents, both licensing and non-licensing, and in February there is also an increase as seen from the graph above, namely 30-35 people per day, which increases the performance of DPMPTSP and several agencies that are included in it. Then in March there is a slight decrease where in March the average number of visitors per day is 15-20 people and in April there is an increase because before Eid al-Fitr many visitors come, especially in the passport section. And in May-June, many visitors can be seen from the graph above, it can be said that per day it is 25-30 people per day.

From the definitions above, the author concludes that MPP is a government-initiated project to improve public services. Prior to MPP, comprehensive services were known as one-stop integrated services (PTSA), which were later changed to one-stop integrated services (PTSP). Of the two, public service malls can be said to have improved the quality of the first two [15].

The establishment of public service malls aims to provide convenient, fast, affordable, safe, and comfortable services to the public, and to increase global competitiveness in the ease of doing business in Indonesia [5].

New Discoveries in MPP

The new discovery referred to here is that innovations in public service malls are considered better or superior to previous innovations. Innovations must be based on previous experience, which requires understanding the shortcomings of previous innovations. Therefore, subsequent innovations must address these shortcomings without eliminating existing strengths.

The new inventions owned by DPMPTSP are various, there are OSS gaidens and digital signatures that make it easier for the public so they no longer need to come to the office. Meanwhile, from the MPP side itself, there is one where all services and permits from various places in TanjungPinang are in one place so that it makes it easier for the public to access existing services. This has the advantage that the Public Service Mall policy allows the public to save time and energy in carrying out good service processes in TanjungPinang City. An innovation made by a public sector organization must certainly pay attention to both the economic aspect and the service mechanism or procedure so that it can facilitate the service process at this public service mall and at an affordable cost, this service innovation in the public sector is very helpful for the public as service users. In addition, there are also various advantages as conveyed by the DPM-PTSP reporting and service improvement sub-unit at the TanjungPinang Public Service Mall which can meet the needs of the community. Based on the results of research and observations at the research location, the excellence of an innovation is a very important aspect in implementing a policy. The public service mall offers a wide range of services for the people of Tanjung Pinang City, making it easier for them to access services. The Public Service Mall, in addition to saving time, money, and energy, also eliminates the use of brokers at Tanjung Pinang City government offices. This unique feature allows the public to easily utilize this innovation and its advantages.

This can provide good results so that the objectives of service innovation in the public sector can be achieved.

Inhibiting Factors Faced by MPP Innovation

Innovations may be more complex than previous innovations due to their novelty. However, because innovations offer newer and better methods, this level of complexity is usually not a major issue. A field review of the complexity of the Tanjungpinang City MPP showed that MPP employees themselves were still understaffed to fill the empty stands. This problem needed to be addressed immediately because people came but the people supposed to be there were not present. Therefore, assistance from the Tanjungpinang DPMPTSP, who were not experts in the field, was needed .

In this study, complexity is intended to understand how Public Service Mall innovations are applied to licensing and non-licensing services. Some innovations are easy to understand and use, but those that are more difficult to understand and use take longer to be accepted. Based on the results of observations and interviews conducted by researchers with agencies and the community in the Tanjung Pinang Public Service Mall, the complexity experienced is from the agencies themselves where some agencies are still not ready to join the MPP. This causes the community to feel a little disappointed because what they want to take care of the agency is not in place then synchronization from OSS according to PP 25 and 26 of 2021 while the community itself already feels sufficiently well served.

However, there are also some human resources that are lacking, some people do not understand that the MPP itself only serves extensions and not new loadings, for example in the case of passports and then the facilities and infrastructure are incomplete so that it needs to be upgraded again from the MPP itself. And also the level of complexity or obstacles that occur during the MPP is not too complicated and long, where it can still be overcome in accordance with applicable laws and regulations. This was also conveyed by Mr. WM where there is no perfect public service, there must always be improvements. This is the awareness that is needed by the community in improving the quality of this MPP in accordance with the desired service standards.

Socialization about MPP in Tanjung Pinang City

In this study, trialability was used to determine how well an innovation could be implemented at the Public Service Mall in Tanjung Pinang City for licensing and non-licensing services. Furthermore, the Investment and One-Stop Integrated Services Agency (DPM-PTSP) conducted a trial before implementation to ensure the innovation's applicability to service users.

Innovation can only be accepted if it has been tested and proven to have greater benefits or value than previous innovations. Therefore, a product must go through a "public testing" phase, where all parties have the opportunity to assess the innovation's quality.

The potential to improve the quality of public services through innovation at the Public Service Mall (MPP) in Tanjung Pinang City is expected to produce results, which will...

This eliminates the public's difficulties with long service times and complications. Some people have requested permission to use their devices to access this service, and the service is still operational.

However, several other innovations are still under development and will only be tested. Previously, the Tanjung Pinang City Department of Public Service (DPMPTSP) did not provide in-person services during the COVID-19 pandemic. They conducted these services online, allowing them to serve customers in person. However, after receiving instructions from the central government, they decided to resume in-person services, adhering to COVID-19 health protocols. However, they remain ready to serve the public at the Public Service Mall (MPP).

The author can conclude that what Mr. Wambok Malilu said as part of the DPMPTSP is supported by Mr. Imam Sudaryanto and Mr. Lukman where the DPM PTSP of Tanjung Pinang City has disseminated information to social media and through radio with interactive dialogues. Not only that, the MPP itself also disseminates information by word of mouth which is easily spread among employees and the public. The goal is for people to flock to the MPP and not go there and there anymore. Policy innovation through the public service mall has been tested and the results have been proven because it is more efficient because it can reduce the time and energy spent by the public, this has slightly answered the needs of the community in the public service sector which is still relatively complicated.

4 Conclusion

Based on the results of research that has been carried out through data analysis techniques, namely observation, interviews and documentation with the title Innovation of Public Service Malls in optimizing Public Services in Tanjung Pinang City, the forms of innovation carried out by Public Service Malls in optimizing public services in Tanjung Pinang City have been quite successful, but if this Public Service Mall is socialized further to the community, all Tanjung Pinang residents will know about this MPP and the government's goal of creating this MPP itself can be realized.

As a result of the decision made by the Ministry of Administrative and Bureaucratic Reform (KEMENPANRB) in 2017 regarding the establishment of a pilot public service mall, the Tanjung Pinang City public service mall is a central government initiative that is implemented in every province or city district.

Researchers used several metrics, as outlined by Rogers in (Yogi Sumarno, 2008), to assess the innovation of the Public Service Mall in Tanjung Pinang City. These included relative advantage, suitability, complexity, trialability, and perceived difficulties. For more details, see the following section.

The conclusions that can be drawn based on the results of data analysis on "Innovation of the Tanjung Pinang City Public Service Mall in improving the quality of public services" are as follows:

1. This Public Service Mall will help the Tanjung Pinang City government save money and time, while also providing a unique experience that will make it easier for the public to use the innovation. This will yield positive results in achieving the goals of public service innovation.

2. The need to improve human resources from each agency so that several facilities and infrastructure can be filled in accordance with government rotation so that there is a slight feeling of disappointment because when the public wants to take care of several files at the MPP the agency is not there then synchronization from OSS according to PP 25 and 26 of 2021 while the public itself already feels sufficiently served well in time in adjusting several regulations related to licensing.

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