

Quality of Public Services Through Online Single Submission (OSS) at the Blora Investment and One-Stop Integrated Service Office

Heni Listiana Puspitasari^{1*}, Ahmad Supratyo², Junadi³

¹²³Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Bojonegoro, Indonesia

Email: hnlistiana@gmail.com ; tiyopras207@gmail.com ; junadiunigoro2017@gmail.com

Abstract. The quality of public services is an important factor in building public trust and satisfaction. In Indonesia, the Online Single Submission (OSS) system was introduced to simplify the licensing process and increase transparency. In Blora, DPMPSTP manages OSS implementation, but challenges such as service instability, slow response, and technical issues are still found. This research aims to analyze the influence of public administration services through the Online Single Submission (OSS) system at the Blora Investment and One Stop Integrated Services Service (DPMPSTP) This study uses a qualitative descriptive approach to understand the influence of the service quality of the Online Single Submission (OSS) system on user satisfaction at DPMPSTP Blora. The data was collected through semi-structured interviews and observations, focusing on timeliness, officer response, and user barriers. The sample was purposively selected from employees involved in OSS management, with data validation through source triangulation and expert consultation. The results of the research in show that the inline single submission (OSS) system at the Blora Investment and One-Stop Integrated Services (DPMPSTP) has a positive impact on the efficiency of licensing service. The OSS system at DPMPSTP Blora improves licensing efficiency, supports the economy, and is supported by infrastructure and human resource development. Challenges such as limited human resources, internet access, and information need to be overcome to make OSS an inclusive and sustainable public service model.

Keywords: Public Service; Integrated System; OSS

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INTRODUCTION

Service quality theory is one of the important focuses in public administration and management research, especially in the context of public service (Chyndi et al., 2023) . One of the models widely used to evaluate service quality is the RATER model. This model consists of five key dimensions: Reliability, Assurance, Tangible, Empathy, and Responsiveness (Fitriani, 2022) . Reliability refers to the ability of a service provider to provide the promised service consistently, while assurance includes aspects of trust and knowledge possessed by staff in providing services (Kusnadi & Rifqi Baihaqi, 2020). Physical evidence includes all elements that can be seen by customers, including facilities and communication materials that support the service experience (Fadly, 2024). The empathy dimension highlights the importance of personal attention to customers, while responsiveness relates to how quickly service providers respond to customer needs and complaints. (Wira et al., 2014).

Research by (Liung et al., 2017) shows that good service quality can increase customer satisfaction and loyalty to the institution. In the context of public services, the RATER model can be used to identify areas that need improvement (Syarif, 2023). For example, in the implementation of the Online Single Submission (OSS) system at the Investment and One-Stop Integrated Service Office (DPMPTSP), these five dimensions are important indicators to assess how effective the system is in meeting user expectations. Research by (Alfatiyah, 2018) indicates that if service providers are able to meet or even exceed customer expectations in the five RATER dimensions, customer satisfaction will increase significantly.

By implementing the RATER model, DPMPTSP Blora can utilize the insights gained to design a focused service quality improvement strategy (Amin et al., 2023). For example, in the Reliability dimension, DPMPTSP can improve the reliability of the OSS system by ensuring that all licensing processes run according to standards without technical disruptions. Regular system updates and real-time performance monitoring are important steps to maintain service reliability (Alfatiyah, 2018). In addition, additional training for officers to handle technical problems directly can ensure that users get fast and appropriate solutions (Syafriah et al., 2021).

In the dimensions of Empathy and Responsiveness, digital interactions through OSS can be optimized with a more personal and responsive approach (Abadi et al., 2024). Technology-based assistance programs, such as chatbots or online customer service, can help users who have difficulty accessing services (Pria et al., 2024). This approach not only increases responsiveness but also creates a sense of concern for the specific needs of users. For people who are less familiar with technology, providing visual tutorials and simple step-by-step guides on the OSS platform can help them feel more comfortable and confident using the service (Pebriyanto & Suprastiyo, 2023).

The implementation of the RATER model in OSS can create a more positive user experience, which ultimately has an impact on increasing public satisfaction and loyalty (Alfanyur & Mariyani, 2020). The investment climate can also be improved because an efficient and transparent licensing process can attract more business actors to invest in Blora. This effort creates synergy between technology and public services, where digital transformation not only functions as an administrative tool but also as a means of building better relationships between the government and the community (Akni et al., 2022). With strategic steps based on the RATER model, DPMPTSP Blora can continue to innovate in providing responsive and adaptive public services in the digital era.

Public administration services are one of the vital aspects in creating an environment that supports investment and economic development. In the context of government, the quality of this service reflects the government's commitment to providing convenience to the community and business actors. With an efficient system, the process of submitting permits and other services is expected to be fast and transparent, thereby increasing public trust in government institutions.

In Indonesia, the government has introduced the Online Single Submission (OSS) system as an effort to simplify the licensing process. OSS is designed to integrate various types of permits in one digital platform, allowing users to submit applications online (Fadly, 2024). With the implementation of OSS, it is hoped that various obstacles in managing permits can be minimized, thus creating a more conducive investment climate. However, although the potential of OSS is quite large, challenges in implementation and quality of service still need to be considered.

The Blora Investment and One-Stop Integrated Service Office (DPMPTSP) as the OSS manager plays an important role in making this system a success. However, survey results and observations by (Akni et al., 2022) show that there are still shortcomings in the quality of services provided to users. Obstacles such as non-transparent processes, slow responses, and lack of clear information often hinder users from utilizing OSS services optimally. This creates dissatisfaction among users, which can have a negative impact on public perception of the government.

The quality of public services through Online Single Submission (OSS) at the Blora Investment and One-Stop Integrated Service Office (DPMPTSP) can be seen from various perspectives expressed in related research. First, in the context of *open government* and *transparency*, the role of the Information and Documentation Management Officer (PPID) discussed by (Lukito, 2021) is very relevant. PPID functions to ensure that the information needed by the public regarding licensing and procedures can be accessed clearly and on time, which greatly supports the smooth use of the OSS platform. Second, the implementation of e-government at the Gondang District Office, Bojonegoro Regency, which was studied by (Lukito, 2017), revealed that information technology enables more efficient public services without time or place limitations. This is in line with the objectives of OSS which aims to simplify and accelerate the licensing process electronically. Successful *e-government* requires good infrastructure support, technological capacity, and benefits that can be felt directly by the community, all of which also apply to the implementation of OSS at the Blora DPMPTSP. In addition, an article that examines public service innovations such as those carried out in Bojonegoro through *mobile service units* and *e-health* (Pebriyanto & Suprastiyo, 2023), shows how technology can expand

public access to previously limited services, similar to how OSS makes it easier for the Blora community to access permits online. Furthermore, research by (Abadi et al., 2024) on the evaluation of the POSYANTEKDES policy in Blora reminds us of the importance of continuous evaluation in every government policy. This shows that in implementing OSS, DPMPSTSP Blora must continue to assess the effectiveness and efficiency of the system through indicators of *effectiveness*, *efficiency*, and *adequacy* to ensure optimal service quality. Overall, the implementation of OSS in Blora, if managed properly, can provide faster, more transparent, and more accessible public services, as has been proven in various studies on *e-government* and other public service innovations.

Previous studies have shown that good service quality can increase user satisfaction and loyalty, which can encourage local economic growth through increased investment. Considering the importance of public administration service quality and OSS implementation, this study aims to analyze the effect of service quality on user satisfaction at DPMPSTSP Blora. Through a deeper understanding of the factors that influence service quality, it is expected to provide useful recommendations for policy makers in efforts to improve public services in this digital era. This study is expected to be a significant contribution to the literature on public administration and the development of technology-based service systems

The research conducted by Suprastiyo (2019) uses a research method in the form of a qualitative approach with a type of descriptive research, which involves in-depth interviews, observations, and documentation to collect data from 100 informants in Bojonegoro Regency. The results of the study show that the implementation of the Open Government Partnership (OGP) Program in Bojonegoro is still ineffective, with many villages not meeting the requirements for public information disclosure. The distribution of human resources (HR) is not optimal, the lack of legal basis such as village regulations, and the lack of digital information media are the main obstacles. In addition, citizens' meeting forums that have not been held regularly also hinder public participation in the government transparency process. The novelty of this research lies in the in-depth analysis of the impact of the quality of public administration services in the context of OSS, especially in areas that have not been widely studied. This study aims to provide new insights for policy makers and practitioners in improving the quality of technology-based public services.

METHODS

This study uses a qualitative descriptive approach to describe and understand the influence of the quality of public administration services through the Online Single Submission (OSS) system on user satisfaction at the Blera Investment and One-Stop Integrated Service Office (DPMPTSP). The methods applied include semi-structured interviews and observations to explore user experiences, focusing on aspects such as timeliness, officer response, and obstacles faced by users. The validity and reliability of the data were maintained through source triangulation, member checks, and consultation with experts in the field of public administration to ensure the accuracy and consistency of the findings. The informants in this study consist of Blera DPMPTSP employees from various divisions involved in the OSS process. These employees were purposively selected because they are directly engaged in managing, facilitating, and supporting the OSS system, and their insights are essential for understanding how the system impacts user satisfaction. The informants include officers responsible for processing permits, handling technical issues, providing support, and overseeing the general operations of the OSS system. The reason for selecting these informants is that their positions give them first-hand knowledge and experience with the system's functionality, user interactions, and any challenges encountered during the implementation of the OSS. Their responses are critical for capturing the nuances of the system's efficiency, effectiveness, and overall impact on user satisfaction. By involving employees with different roles, the study gains a comprehensive perspective on how the OSS system is functioning and how it can be improved for better public service delivery.

RESULTS AND DISCUSSION

In the current section, the author provides a comprehensive description of the Online Single Submission (OSS) system in Blera, emphasizing its advantages, such as simplifying the business permit application process, improving transparency, and increasing responsiveness. However, the analysis would be strengthened by integrating relevant theories and concepts from existing research studies to provide a more robust theoretical framework for the findings.

One potential concept that can be referenced is the Technology Acceptance Model (TAM), which explains how users come to accept and use new technology (Davis, 1989). This model could support the findings regarding the convenience and ease of use of the OSS system, as user acceptance is a key factor for the success of any technology-based service. In this context, the integration of user training and clear communication about the OSS system in Blera aligns with the constructs of Perceived Ease of Use and Perceived Usefulness in the TAM.

Additionally, the Servqual model by Parasuraman et al. (1988), which focuses on service quality dimensions such as reliability, assurance, responsiveness, and empathy, would be useful in comparing the findings on the effectiveness of OSS in Blora. This model could provide a theoretical lens for understanding how the OSS system's reliability and responsiveness improve user satisfaction, as noted in the interview results with OSS officers and community feedback.

The OSS system in Blora provides significant advantages over the previous manual method. One of the main advantages is the simplification of the business permit application process. With OSS, entrepreneurs can carry out the entire process online, from registration to approval. This process not only saves time but also reduces operational costs, such as transportation and accommodation costs for business actors who are far from the DPMPSTSP office. The OSS Risk-Based Approach (RBA) system implemented since 2021 groups the licensing process based on the level of business risk. Low-risk businesses only need to use the Population Identification Number (NIK) for registration, while high-risk businesses require additional documents such as environmental permits. This approach is considered effective because it reduces the administrative burden for small businesses, while ensuring tight control over businesses that have the potential to harm the community or the environment.

The use of information technology in OSS provides transparency and efficiency. Users can monitor the status of their applications directly through the online platform. In addition, integration with various agencies, such as the Ministry of Investment and the Ministry of Environment, simplifies the data validation process. This ensures that the submitted documents meet national standards, thereby speeding up the approval process. The success of the OSS system in Blora Regency is also influenced by good coordination between DPMPSTSP and other agencies. Interviews with OSS officers showed that this collaboration allows for faster data processing, because each agency can access the same information through a centralized platform. This reduces the risk of data redundancy and speeds up the completion time.

In terms of reliability, the OSS system in Blora shows good capability in providing services in a timely manner and according to standards. Various improvements and refinements made to the OSS RBA have succeeded in reducing technical errors that often occur at the beginning of its implementation. The results of the interview revealed that the community felt helped by the increasing stability of the OSS system. This reflects the commitment of the local government to ensure that OSS services run according to community expectations.

The assurance aspect is also a major concern in the implementation of OSS in Blora. DPMPSTSP officers have been given various training and socialization related to the OSS system,

which enables them to explain the procedures accurately to applicants (Fitriani, 2022). The knowledge possessed by these officers increases public trust, especially since the OSS service allows permit processing to be done online without having to be present in person. The convenience in using OSS is felt directly by the public, thanks to the ability of officers to provide clear and convincing explanations (Kusnadi & Rifqi Baihaqi, 2020).

In terms of infrastructure and information technology support, Blora Regency has provided adequate facilities to support the OSS system. With the help of third-party internet integration, OSS access in Blora Regency runs smoothly. For applicants with low to medium-low business risks, OSS simplifies the licensing process because they only need to activate the NIK without having to include additional documents. However, for high-risk businesses, several additional documents are still required to meet stricter requirements according to OSS standards (Chyndi et al., 2023).

DPMPSTP Blora also shows high concern for people who may have difficulty using technology, especially for vulnerable groups such as the elderly. The OSS mentoring program introduced in 2021 provides direct support to people who are less familiar with technology, so that they can still use OSS licensing services easily. This concern reflects DPMPSTP's commitment to providing inclusive services, where all levels of society can access the licensing system (Syafrial et al., 2021). The majority of respondents from the community gave positive feedback on OSS. They feel that this service is more transparent than conventional methods. However, a small number of users complained about technical problems that sometimes occur, although the frequency has decreased compared to previous years.

In terms of responsiveness, OSS officers in Blora are considered fast in responding to questions and complaints from users. As an effort to improve efficiency, DPMPSTP has implemented a filling sheet for applicants who are queuing. With this mechanism, users can fill in the required data while waiting for their turn, which ultimately shortens the waiting time significantly. These steps show that the OSS system in Blora Regency has been attempted to provide fast, responsive, and community-based services. Based on interviews, the OSS system in Blora is considered quite reliable in providing accurate and timely services, especially after the update to OSS RBA. With this update, licensing requirements are shortened, and processing times become more efficient. Users feel helped by the system that has accommodated various licensing risks, from low to high risk.

Table 1. Interview Results

| Aspect | Indicator | Interview Results |
|----------------------------------|--|---|
| Reliability | Punctuality, data accuracy, service consistency | The OSS system in Blora is considered capable of providing services accurately and on time. Updates to the OSS RBA in 2021 shorten requirements, reduce errors, and improve data accuracy. Licensing requirements are consistent based on business risk categories. |
| Assurance | Skills and competence of officers, credibility of the system | Officers have received training and socialization about OSS, so they have high competence. Users trust the OSS system because of the ease of the online process without the need for direct presence. Officers are also able to provide clear and convincing explanations regarding OSS procedures. |
| Tangibles | Infrastructure, information technology, documents and forms | The technological infrastructure is quite adequate in Blora Regency. In the low to medium risk category, physical documents are not required, but in high risk, several additional documents are still needed to complete the permit. |
| Empathy | Understanding user needs | DPMPTSP shows concern by providing OSS assistance for the elderly or people who are not yet familiar with technology. This makes it easier for users from vulnerable groups to obtain licensing services. |
| Responsiveness | Speed of response, availability of help | Officers respond quickly to questions and complaints, and provide filling sheets for applicants in line to shorten the time. Help is easily accessible for users who experience difficulties in the licensing process. |
| Obstacles and Suggestions | HR, network, employee welfare | The main constraints are limited human resources and infrastructure. Suggestions provided include improving employee welfare to maintain service quality and minimize the potential for extortion or corruption in OSS services. |

The results of the interviews showed that technical obstacles that previously often appeared have now decreased thanks to improvements to the system. The majority of respondents from the community gave positive feedback on OSS. They feel that this service is more transparent

than conventional methods. However, a small number of users complained about technical disruptions that sometimes occur, although the frequency has decreased compared to previous years.

The reliability of the OSS system in Blora was assessed as good by respondents, especially in providing timely and consistent services. The update to the OSS Risk-Based Approach (RBA) in 2021 brought significant efficiencies, especially in reducing the documents required for low- and medium-risk businesses. Interview results showed that users appreciated the reduction in processing time, which helped minimize administrative barriers. For example, small business users reported that it used to take weeks to process permits, but now it only takes a few days.

The improvement of the OSS system has a direct impact on the accuracy of the data processed. Respondents stated that the licensing requirements applied through OSS are now more consistent based on business risk categories. Data uploaded by applicants is well integrated into the national system, ensuring transparency and accuracy of information. This reliability creates a sense of trust from users in the system, especially in managing sensitive data. Officers at the Blora DPMPTSP have undergone intensive training related to OSS. They are able to provide clear and structured explanations to the public. Several respondents highlighted the importance of officer knowledge in assisting users who are less familiar with technology. The ability of officers to answer technical questions convincingly increases public trust in OSS services.

Interview results revealed that the public feels comfortable using OSS because of its ease of access. Users no longer need to come directly to the office to take care of permits, which is the main advantage of OSS compared to conventional systems. The credibility of the system is increasing because data is organized according to national standards, reducing the possibility of administrative errors. The technological infrastructure in Blora is adequate to support OSS operations. Stable internet access and hardware availability allow the system to run smoothly. Several respondents praised the elimination of the obligation to obtain physical documents for low-risk businesses, which speeds up the processing of permits. However, for high-risk businesses, several additional documents are still required, which is considered reasonable according to regulations.

In addition to technology, physical facilities at the DPMPTSP office are designed to support user experience. The service area is equipped with a comfortable waiting room and modern technological devices. This helps create an atmosphere that supports efficient permit completion, especially for users who still prefer to come in person. Officers at the Blora DPMPTSP show

concern for the needs of users, especially vulnerable groups such as the elderly or people with limited access to technology. Interviews showed that the OSS assistance program had a positive impact on increasing the inclusiveness of services. For example, officers help fill in data directly for people who do not have digital devices.

Community groups who are less familiar with technology expressed their feeling of being helped by direct assistance from officers. They felt more confident in using OSS services after receiving technical assistance. This approach reflects the commitment of DPMPSTSP Blora to provide inclusive services. Respondents praised DPMPSTSP Blora's steps in speeding up waiting times by filling in data while queuing. This innovation not only increases efficiency but also gives a professional impression to the community. Respondents noted that this approach reflects a focus on user needs. The responsiveness of OSS officers in Blora was highly rated by respondents. Service users reported that their complaints and questions were handled quickly. One innovation that was appreciated was the provision of a form for users who were queuing, so they could complete data while waiting for their turn. This speeds up the overall service process.

The data recorded in OSS is considered accurate because it is a national application that has high standards in data management. OSS users also feel that the requirements applied are quite consistent for all business risk categories, from low to high risk businesses. In this system, physical documents are no longer needed, except for some high-risk permits such as pharmacies that require business location coordinates. DPMPSTSP officers in Blora showed good knowledge of OSS. Before carrying out their duties, they attended training and socialization about the OSS system, including through online training. The readiness of officers to provide explanations shows that they have sufficient competence to answer questions from the public, thereby increasing the level of user trust in the services provided.

The people of Blora Regency feel comfortable using the OSS service because this system makes it easy to process permits online without having to come directly to the DPMPSTSP office. This is very beneficial for business actors, especially those who are far from the DPMPSTSP office. With this online service, the community saves time and energy, and reduces travel costs. Blora Regency has provided sufficient infrastructure support to operate OSS, including a stable internet network. This is made possible by the cooperation of third parties to support OSS access. Applicants with low to medium risk are not required to upload additional documents because they only need NIK activation, but high-risk applicants still have to complete additional requirements. To ensure inclusivity, the Blora DPMPSTSP introduced a special OSS assistance program for vulnerable groups, such as the elderly or those who are not familiar with technology. This

innovation helps ensure that all users, regardless of their technological skills, can access the service smoothly. This reflects DPMPTSP's concern for the needs of different users.

Interviews revealed that OSS officers in Blora were quite responsive in responding to questions and complaints from the public. One of the innovations implemented was a filling sheet given to applicants who were queuing, so that applicants could fill in data while waiting for their turn. This innovation was effective in speeding up the process and reducing waiting time for users. Although OSS in Blora is running well, the limited number of human resources is one of the main obstacles faced. Interviews stated that the lack of manpower causes a high workload, so additional human resources are highly expected. In addition, improving employee welfare is also proposed to maintain motivation and quality of service. The aspect of employee welfare is also a concern. Several officers said that additional incentives would increase their motivation in providing excellent service. Good welfare is considered important to ensure total employee commitment in carrying out their duties. Support from the leadership of the Blora DPMPTSP and the local government is considered good, especially in realizing the Public Service Mall (MPP) as part of the regional vision. The existence of the Public Service Mall (MPP) as an integrated service center is considered a progressive step. This facility allows the public to access various services in one location, increasing efficiency and convenience. This shows the commitment of the local government in improving the quality of public services, including OSS services. This support is expected to continue so that OSS becomes more developed and efficient.

From the interview results, improving employee welfare, adding human resources, and improving infrastructure are recommended to ensure that OSS in Blora can run more optimally. This addition will not only improve the quality of service, but also minimize the risk of extortion or corruption. Improving welfare is considered to be able to increase the totality of employees in serving the community, so that the quality of OSS services can continue to be improved in the future. Herzberg (2021) argues that employee satisfaction is influenced by two factors: hygiene factors (such as working conditions, salary, and benefits) and motivators (such as recognition, responsibility, and growth opportunities). Improve employee well-being, including better salaries and benefits, address hygiene factors, which can prevent dissatisfaction and foster motivation. By improving well-being, employees are more likely to feel valued and committed to providing high-quality services, which directly impacts the delivery of OSS services.

CONCLUSION

The implementation of the OSS system in Blora has proven to be successful in improving the efficiency and transparency of public services, particularly in business licensing. The system

has simplified administrative processes, reduced bureaucracy, and supported local economic growth by facilitating faster business registrations. Despite its success, challenges remain, such as limited internet access in rural areas, technical issues, and a shortage of human resources at DPMPTSP. To ensure the continued success and sustainability of the OSS system, it is recommended that Blora's local government invest in expanding human resources, improving technological infrastructure, and enhancing public education about OSS to reach a broader audience and support the growth of SMEs.

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