

# PROCEEDING



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*Contribution of  
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and Humanities  
in National  
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# Foreword

Assalamualaikum, salam sejahtera, selamat datang and welcome to The International Conference on Social Sciences and Humanities 2018. Thanks to God who has given us His grace and His permission to our meeting this time.

The International Conference on Social Sciences and Humanities 2018 (PSSSK 2018) is the first ever conference organized by the Department of Human Resource Development (JPSM) Faculty of Management. This conference is a first step in pioneering the relationship between JPSM, Faculty of Management and the State University of Makassar (UNM), Indonesia, in academic, research, culture and social. The main purpose of PSSSK 2018 is to provide an opportunity for postgraduate students from both universities to present their research results throughout their studies at their respective universities.

Additionally, all academics from both universities are most welcome to present their paperwork or research findings. PSSSK 2018 also targets academic members and scholars to submit papers or research findings as an insertion paper to be published in the proceedings of the conference. In other word, PSSSK 2018 is one of the ideal platforms for students and academics from both universities to share their views and experiences in areas related to Social Sciences and Humanities.

To more be specific, the conference has 3 objectives. First, to provide opportunities for UTM and UNM postgraduate students to present their research findings. Second, to provide academic discussion platforms to speakers and participants on issues related to Social Sciences and Humanities; and third, to establish a scholarly relationship among lecturers, students, guesses, authors, researchers from various universities who participate in the conference.

For information, a total of 59 papers have been successfully compiled in this conference proceeding. Of these, 43 papers have been presented, while 16 papers were inserted. These papers encompassed with the themes i.e. philosophy, psychology, human resource development, history, management, communication, sociology, politics, leadership, statehood, service and public administration.

On this occasion, we would like to appreciate and thank to the audiences, article's authors and presenters. May you continue on producing quality articles in the future as a contribution to the community and the country. Without forgetting, we would like to express thanks to the committee members who has very high commitment in making this conference successful. Only Allah can repay you all, and be some lasting contributions *amal jariah*, *Insha Allah*. We also apologize if there are any shortcomings and weaknesses during the conference. All feedbacks are most welcome.

Thank you again and wassalamualaikum.

# List of Editors

Dr Mohd Nasir bin Masroom

Dr Wan Mohd Azam bin Wan Mohd Yunus

Dr Zulkifli bin Khair

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# **Quality Of Service Manufacturing Of Trade License Line In Office Of Investment Investment And Licensed Agency (Bpmpt) Regency Of Bulukumba**

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**Abstract:** This study aims to determine the services of the Investment Board and Integrated Licensing (BPMPT) Bulukumba District. This research type is descriptive with qualitative research design. The technique of data collection is done through observation, interview, and documentation. Data analysis techniques used to consist of data reduction, data presentation, and withdrawal and testing conclusions. The result of the research shows that: (1) The service process of Bulukumba Regency Investment and Licensing Agency (BPMPT) is seen from five service dimensions namely a) tangibles; b) reliability; c) responsiveness; d) assurance; e) empathy, has been able to provide excellent service to the community so that people feel satisfied with the service provided by BPMPT staff of Bulukumba District during the making of SIUP, but from the fifth focus of the service that needs to get further attention specially on the security dimension where the employees have not been able to provide timely service based on the standard time of completion of the trading business license.

Keywords: Service Quality, Business License

## **1.0 Introduction**

Service is basically needed by every human being can even be said service can not be separated with human life itself. Life in a state, every citizen also requires the services of the government as a controlling power called the public service. Achmad (2011) provides the definition of Public service as a service delivery (serving) the needs of people or communities who have an interest in an organization in accordance with the rules and procedures that have been established. Quality service is highly dependent on various aspects, namely how the pattern of implementation (governance), human resources and institutional support. Each type of public

service organized by certain government agencies has its own quality criteria (Akib and Salam, 2016).

In relation to the provision of public services, it is necessary to have qualified state apparatus and have the ability to provide services, meet the needs, respond to public complaints in accordance with expectations through policies, legal instruments that serve as a reference in controlling, organizing and community activities. One of the offices of public service is the Office of the Investment and Integrated Licensing Agency that provides licensing services, bureaucratic officers often provide very complicated procedures and tend to be convoluted, if complicated mechanisms continue to keep going, automatically make people become lazy and reluctant in taking care of licensing. The government needs to find a solution to solve these problems (Salam et al., 2014).

On that basis, the Government of Indonesia instructed all regional heads to immediately implement a one-stop integrated licensing service through the Minister of Home Affairs Regulation No. 24 of 2006 on Guidelines for the Implementation of One-Stop Integrated Licensing, whose types of institutions were submitted to the regions to select the appropriate types of institutions, whether in the form of offices, offices or entities adapted to the ability and needs of the region in managing them (Menteri Dalam Negeri, 2006).

Establishment of One Stop Services Integrated Service Office as a special institution in charge of providing services licensing to the community, in terms of licensing the community just enough to come to one office only. The Office of the Capital Investment and Licensing Agency (BPMPT) of Bulukumba Regency has been authorized to perform the Licensing Administration Service in accordance with the Regional Regulation of Bulukumba Regency Number 09 Year 2005 regarding the amendment to the Regional Regulation of Bulukumba Regency Number 30 Year 2002 concerning Retribution of Trading Business License and reinforced with the existence of Permendagri Law no. 24 of 2006 concerning Guidelines for One Stop Integrated Licensing Implementation.

Establishment of Office of Investment and Integrated Licensing Agency (BPMPT) as a concrete manifestation of Bulukumba's commitment in providing better services and providing services in an integrated manner so as to facilitate the community and business world in obtaining licenses. Based on information obtained through printed media, Bulukumba Regional House of Representatives (DPRD) of South Sulawesi found many fake Business Permit (SITU) and Trading License (SIUP) issued as the operational legality of a number of businesses in Bulukumba. In addition, there are several places of business in Bulukumba that do not have a Trade Business License (antara Sulsel, 2013).

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Based on the results of previous research conducted by (Andi Atmi Nurul Suci, 2015), it shows that the accountability of the implementation of the Trading Trade License (SIUP) service in Pinrang Regency is conducted by the Integrated Licensing Service Agency and the Capital Investment has not been fully accountable in providing services. This is seen from the procedures / requirements are still convoluted and burdensome society which will certainly impact on the time to complete the required licensing process, and also still the occurrence of practice brokering. The service solution has not been fully facilitated by the service users because it should be through a simpler licensing service mechanism, proper regulation, timeliness and reasonable funding of the licensing service in Pinrang Regency implemented in the BP2TPM community feel no more confusion and complexity with following the established mechanism or procedure. Gumilang Denden Saputra (2014) where the results of this study explain that overall indicators of service quality consisting of Transparency, Accountability, Conditional, Participatory, Equal Rights, Equal Rights and Obligations have shown good quality, but on Indicators Transparency, Accountability and Participatory still needs to be improved.

## **2.0 Research Method**

The approach used in this research is descriptive qualitative research is research conducted by collecting and analyzing facts, conditions, and phenomena that occur in the field of service of trading business licenses at the Office of Investment and Licensing Integrated (BPMPT) Bulukumba District. Informants in this research are Head of field, staff, and society. Informants referred to in this study, namely: 1) Head of Licensing and non-licensing, 2) Employee licensing, 3) Society administering SIUP. The data collection techniques used in this study, namely observation, interview, and documentation. data analysis techniques that will be used in this research is the analysis technique: data reduction (data reduction), data presentation (data display), and conclusion (verification).

## **3.0 Result And Discussion**

### **3.1 Tangibles**

Tangibles are factors of physical facilities, equipment or facilities and employees owned by an organization. Service quality is a form of actual actualization physically visible or used by employees in accordance with its use and utilization that can be felt to help the service received by people who want services, so satisfied with perceived service, which also shows the performance of the service given. Direct evidence here can be interpreted as how the ability of the organization in showing the existence or ability when dealing directly with the community. Tangibles here can be perceived or seen by the community directly, and also can be felt directly from the impact that has been done by the organization.

Service providers in accordance with the characteristics of services provided in showing the performance of work that can be given in the form of physical servers that can be seen. From the various descriptions above the direct or tangible evidence is one of the indicators that greatly affect how the quality of service works to meet the public satisfaction expected by public organizations. Service space certainly gives the initial impression when customers come to the service office. It requires adequate service space that can provide space to customers so they can feel comfortable. Every society wants a sense of comfort when they are waiting for the service process. Comfortable feeling due to the state of adequate service, clean, neat, not

overcrowded. Assessment of service can be good if the service space is able to provide a sense of comfort to customers, although have to wait for a long queue though.

In accordance with the theory of Parasuraman (Parasuraman, no date) indicates that the indicator tangibles or direct evidence in the form of physical evidence services are usually in the form of facilities and infrastructure services available, technology services used. Dan the results of research that has been done, then the dimensions of direct evidence or tangibles in the form of completeness of facilities and infrastructure contained in the office of BPMPT Bulukumba District is sufficient this is disclosed based on interviews conducted by the authors to BPMPT employees and people who see to SIUP. Modern facilities and infrastructure, and a comfortable waiting room serve as a benchmark for community satisfaction in this indicator.

### 3.2 Reliability

Reliability is intended as an ability to provide promptly, accurately, and reliably promised services. For that reliable quality is the hope of society means that service at any time required to be executed immediately through the right way without any error in it. Reliability is every employee has a reliable ability, knowing about work procedures, working mechanisms, fixing deficiencies or irregularities that are not in accordance with work procedures and able to show, direct and provide correct direction to every form of service that has not been understood by the community, so that have a positive impact on the service.

In accordance with Parasuraman theory, the dimension of reliability (reliability) in the indicator of service quality is important for the organization in showing its performance because the reliability is a form of characteristic or characteristics of employees who have high performance. The reliability can include how the quality of employee performance, reliability in using their skills while serving consumers, and so on. The results of research that the authors do is appropriate it can be concluded that the dimension of reliability or reliability BPMPT Bulukumba District, has reached the level of community satisfaction. This is expressed by the people who take care of SIUP.

### 3.3 Responsiveness

Responsiveness is the desire of the employees to help the community and provide services. This requires a wise explanation, and to direct and direct to address all forms of procedures and working mechanisms that apply within an organization so that the form of service get a positive response. Improving the quality of service of BPMPT Office of Bulukumba Regency, employees are required to understand the wishes of the community, or even when there are people who are not understood by the procedures applied by the Office, the service provider must give the best understanding so that the public can understand and tolerate the procedure which is applied in the Office of BPMPT Bulukumba District. In accordance with the Parasuraman theory is appropriate and BPMPT employees Bulukumba District in every day to provide good service and understand the wishes of the community. So that people feel fasting in receiving services.

### 3.4 Empathy

Empathy is the concern, sincerity, attention, and the ease of communication provided by the organization and its employees to the customers, as well as the ability to approach individually and to understand the needs and desires of the community. Service will run smoothly and qualified if each party with interest in service has a sense of empathy in completing or managing or having the same commitment to the service. Empathy in service is the presence of a concern, seriousness, understanding, and involvement of parties concerned with services to develop and conduct service activities in accordance with the level of understanding and understanding of each party. Empathy requires the mutual understanding of each other between the employee and the one served or the community in order to create a balanced relationship. When people need any service from the organization, then the organization provides the best service with various procedures. While people who are asked to be also served should understand and understand with various conditions that exist in the organization by not imposing excessive will to create a mutually understanding relationship between the company and the community.

Based on the results of research that the authors do is in accordance with the theory of Parasuraman it can be concluded that the dimension of empathy in BPMPT Bulukumba District is quite satisfactory for the community where employees provide good service is disclosed according to the results of interviews that the authors do to the informant.

### 3.5 Assurance

Assurance includes the quality of service that raises confidence and trust to the community by providing timely service. Based on the presentation of data, the guarantee in providing services that have been done by BPMPT Office staff of Bulukumba Regency is not good, where employees have not been able to provide services on time based on the standard time of completion of SIUP making. The importance of paying attention to assurance or assurance in the Office of BPMPT Bulukumba District serves to foster public confidence in the various services offered by the Office BPMPT Bulukumba District so as to create the quality of service expected.

## 4.0 Conclusion

The process of making trading business licenses at the office of Bulukumba District Investment and Licensing Agency is seen from 5 dimensions: 1) tangibles: facilities and infrastructure contained in the office of BPMPT Bulukumba Regency is adequate as a modern and comfortable waiting room for the community; 2) reliability: in this dimension has reached the level of satisfaction for people who take care SIUP; 3) responsiveness; in everyday employees provide service well and able to understand the wishes of the community; 4) empathy: empathy, in this case, is quite satisfactory for the masses where employees provide good service to the community guarantee 5) assurance; guarantees are given in this service is not good, where the employee has not been able to provide service properly.

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