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**EVALUATING THE QUALITY OF ONLINE LICENSING SERVICES IN
BARRU REGENCY: A FOCUS ON INFORMATION, SECURITY, AND
EASE OF USE**

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ABSTRACT

This study evaluates the quality of online licensing services provided by the DPMPSTPTK Barru Regency through the dimensions of Information, Security/Privacy, and Ease of Use. A quantitative approach was employed, utilizing a structured questionnaire distributed to 25 respondents. The results reveal that the overall service quality is categorized as "very satisfactory," with 52% of respondents rating the Information dimension highly, 84% expressing high satisfaction with Security/Privacy, and 76% with Ease of Use. These findings underscore the success of digital transformation in enhancing public service efficiency and user satisfaction. However, recommendations are made to further improve usability through simplified interfaces, user training, and regular evaluations. This study contributes to the understanding of e-government service quality and highlights the need for continuous improvement to meet user expectations.

Keywords: Online,Licensing, Service,Quality, E-Government



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A.INTRODUCTION

The success of government operations in addressing societal challenges can be evaluated through the efficiency and effectiveness of public services delivered. Public service encompasses a series of activities aimed at fulfilling basic needs in accordance with the fundamental rights of citizens, including access to goods, services, and administrative assistance provided by public service entities. These entities include both local government institutions and state-owned

enterprises tasked with delivering services to the public. As Kotler (1997, as cited in Lukman) defines, service is any beneficial activity offered to satisfy individual or collective needs, often independent of tangible products. Sampara further elaborates that service involves interactions, either human-to-human or human-to-machine, designed to ensure customer satisfaction (Sinambela, 2010).

In the era of globalization, technology has become an indispensable tool, influencing not only individual practices but also governmental operations. E-governance has emerged as a pivotal innovation in leveraging technology to improve public service delivery. Rooted in the broader framework of e-government, as outlined in Indonesia's Presidential Instruction No. 3 of 2003 on National E-Government Development Policy and Strategy, e-governance aims to extend beyond government operations, engaging stakeholders such as businesses and citizens in the governance process. It utilizes tools like the internet, websites, and applications to enhance the efficiency and accessibility of government services (Heeks, 2001).

One notable example of e-governance in practice is the adoption of the online licensing system by the Barru Regency Investment and One-Stop Integrated Service and Labor Office (DPMPTSP TK). This system, implemented in collaboration with Docotel Teknologi Celebes (DTC), features the "SIPAMMASE" application, enabling streamlined processes from registration to license issuance. Despite its benefits in accelerating service delivery and promoting digital archiving, challenges remain, such as limited public awareness and inadequate familiarity with the web-based platform among users.

The application of public service principles, as stipulated in Indonesia's Law No. 25 of 2009 on Public Services, underscores the importance of service standards to ensure reliability, accessibility, and accountability. These standards are critical for fostering public trust and achieving effective governance. Additionally, the paradigm of e-governance aligns with the broader goals of good governance by promoting transparency, efficiency, and participatory engagement (United Nations, 2021).

Given the significance of e-governance in modern administrative practices, this study examines its role in enhancing public service delivery, particularly in the context of local governments. By focusing on the SIPAMMASE application, this research highlights the potential and limitations of technology-driven solutions in addressing public service challenges.

The integration of technology in public service is not only a response to societal demands for efficiency but also an alignment with global trends in governance. Research shows that e-governance significantly enhances administrative processes by minimizing bureaucratic inefficiencies and increasing accessibility for marginalized populations (Bannister & Connolly, 2012). For developing regions, including Indonesia, e-governance initiatives have proven to be instrumental in reducing corruption, improving transparency, and fostering citizen engagement. These benefits, however, are contingent on adequate infrastructure, digital literacy, and government commitment to implementation (Fang, 2002).

In Barru Regency, the SIPAMMASE online licensing application exemplifies the practical benefits and limitations of digital governance. The system facilitates quicker processing times, offering entrepreneurs a streamlined method to obtain business licenses. Moreover, digital archives reduce physical paperwork and promote environmental sustainability. Despite these advancements, significant challenges persist. A lack of widespread socialization about the application, combined with limited digital literacy among certain demographics, restricts the platform's full potential. Addressing these barriers requires targeted outreach and capacity-building initiatives, ensuring inclusivity in public service reforms.

Theoretical frameworks underpinning e-governance emphasize its role in democratizing access to government services. The diffusion of innovation theory posits that the success of new technological systems relies on their adoption among key stakeholders, including end-users and government officials (Rogers, 2003). This perspective underscores the necessity of not only developing technological solutions but also ensuring their usability and relevance to the population's needs. As e-governance continues to evolve, its efficacy will depend on fostering a synergy between technological advancements, policy frameworks, and societal readiness.

B. RESEARCH METHODS

This study employs a quantitative research approach to assess the quality of online licensing services at the DPMPTSP TK Barru Regency. The research focuses on three primary dimensions of service quality: Information, Security/Privacy, and Ease of Use. Data were collected using a structured questionnaire distributed to 25 respondents, consisting of individuals who have utilized the online licensing services provided by the agency. The questionnaire

included a set of 12 statements designed to measure each dimension, with responses recorded on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The data were analyzed using descriptive statistics, specifically the mean, standard deviation, and variance, to determine the overall satisfaction levels of respondents. Additionally, a scale-based criteria method was applied to categorize the service quality into four levels: Very Satisfactory, Satisfactory, Less Satisfactory, and Unsatisfactory. SPSS version 20 was used to process the data, and results were presented in tables and figures to clearly illustrate the distribution of satisfaction levels across the different dimensions.

The study also draws upon existing literature to validate the chosen dimensions of service quality and the methods used for analysis. As noted by Wibisono et al. (2023), “public sector digital services must continuously improve user experience by leveraging technology in ways that enhance service delivery and satisfaction” (p. 107). This supports the emphasis on online service platforms and their crucial role in improving public service accessibility. Furthermore, according to Alviani & Purwanto (2024), “ensuring data security and user privacy remains paramount for sustaining public trust in digital government services” (p. 98), reinforcing the importance of the Security/Privacy dimension in the present study.

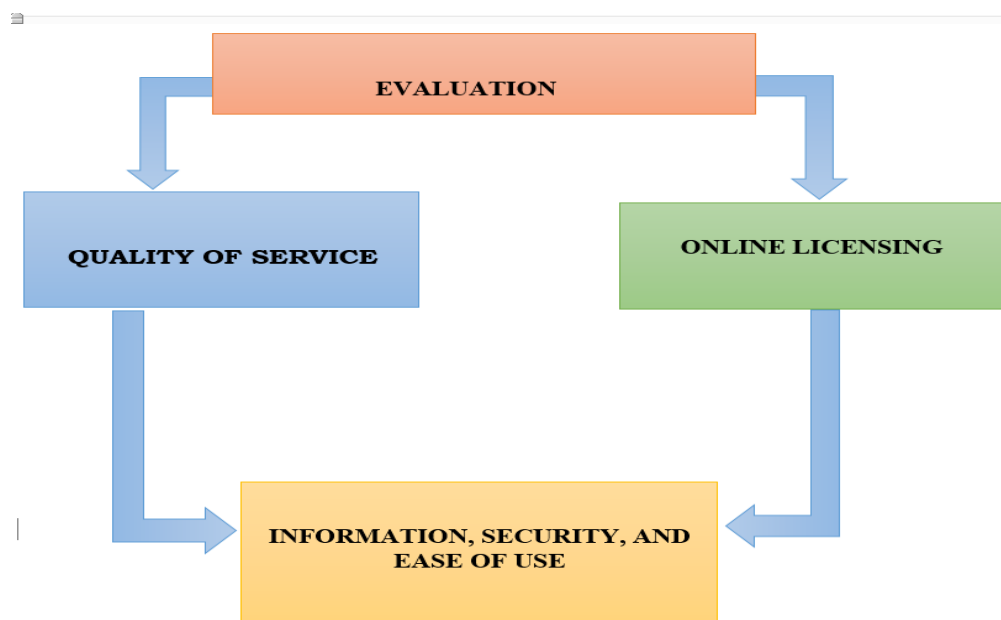


Figure 1 Framework of Thought

C. RESEARCH RESULTS AND DISCUSSION

➤ RESEARCH RESULTS

Online Service Quality at the Investment and Integrated Licensing Service Office (DPMPTSPTK) of Barru Regency Based on statistical calculations using SPSS Version 20, data on the quality of online service at the Investment and Integrated Licensing Service Office (DPMPTSPTK) of Barru Regency were obtained. The summary statistics are presented in Table 1.

Table 1. Statistical Data on Online Service Quality

Parameter	Value
Valid N	25
Missing	0
Mean	79.56
Std. Error of Mean	1.458
Median	81.00
Mode	79a
Std. Deviation	7.292
Variance	53.173
Range	26
Minimum	63
Maximum	89
Sum	1989

Source: Processed SPSS 20 Data

Using the ideal scale range of 20 to 89, the Mean Ideal (Mi) and Ideal Standard Deviation (SDi) were calculated as follows:

- $Mi = 1/2$ (Highest Ideal Score + Lowest Ideal Score)
 $Mi = 1/2 (89 + 20) = 54.5$
- $SDi = 1/6$ (Highest Ideal Score – Lowest Ideal Score)
 $SDi = 1/6 (89 - 20) = 11.5$

The service quality categories were determined as follows:

Category	Range
Very Satisfactory	
Satisfactory	
Less Satisfactory	
Not Satisfactory	

The distribution of the online service quality at DPMPTSPTK is shown in Table 2.

Table 2. Service Quality Categorization

No	Range	Frequency	Percentage (%)	Category
1		22	88	Very Satisfactory
2		3	12	Satisfactory
3		0	0	Less Satisfactory
4		0	0	Not Satisfactory
	Total	25	100	

Source: Processed Data

The results indicate that the online service quality at DPMPTSPTK is categorized as very satisfactory, as evidenced by 88% of respondents (22 out of 25) rating the service as such. Additionally, 12% (3 respondents) rated the service as satisfactory, while no respondents rated it as less or not satisfactory. The average score of 79.56 also supports the conclusion that the overall quality of online service at DPMPTSPTK is very satisfactory.

Service Quality Dimensions

Web Design

The quality of online service was assessed based on the web design dimension using three indicators. Statistical results are summarized in Table 3.

Table 3. Statistical Data on Web Design Dimension

Parameter	Value
Valid N	25
Missing	0
Mean	11.24
Std. Error of Mean	0.328
Median	12.00
Mode	12
Std. Deviation	1.640
Variance	2.690
Range	6
Minimum	8
Maximum	14
Sum	281

Source: Processed SPSS 20 Data

Using the ideal scale range of 3 to 14, the following calculations were performed:

- $M_i = 1/2$ (Highest Ideal Score + Lowest Ideal Score)
 $M_i = 1/2 (14 + 3) = 8.5$
- $SD_i = 1/6$ (Highest Ideal Score – Lowest Ideal Score)
 $SD_i = 1/6 (14 - 3) = 1.83$

The categories were defined as:

Category	Range
Very Satisfactory	
Satisfactory	
Less Satisfactory	
Not Satisfactory	

The categorization is presented in Table 4.

Table 4. Web Design Categorization

No	Range	Frequency	Percentage (%)	Category
1		14	56	Very Satisfactory
2		8	32	Satisfactory
3		3	12	Less Satisfactory
4		0	0	Not Satisfactory
	Total	25	100	

Source: Processed Data

The findings show that the majority of respondents (56% or 14 respondents) rated the web design dimension as very satisfactory, while 32% (8 respondents) rated it as satisfactory. Only 12% (3 respondents) rated it as less satisfactory, and no respondents rated it as not satisfactory. Thus, the web design dimension is considered very satisfactory overall.

Reliability

The reliability dimension was assessed using five indicators. The statistical summary is presented in Table 5.

Table 5. Statistical Data on Reliability Dimension

Parameter	Value
Valid N	25
Missing	0
Mean	21.20
Std. Error of Mean	0.551
Median	21.00
Mode	25
Std. Deviation	2.754
Variance	7.583
Range	10
Minimum	15
Maximum	25
Sum	530

Source: Processed SPSS 20 Data

Using the ideal scale range of 5 to 25, the following calculations were performed:

- $M_i = 1/2$ (Highest Ideal Score + Lowest Ideal Score)
 $M_i = 1/2 (25 + 5) = 15$
- $SD_i = 1/6$ (Highest Ideal Score – Lowest Ideal Score)
 $SD_i = 1/6 (25 - 5) = 3.33$

The categories were defined as:

Category	Range
Very Satisfactory	
Satisfactory	
Less Satisfactory	
Not Satisfactory	

The categorization is shown in Table 6.

Table 6. Reliability Categorization

No	Range	Frequency	Percentage (%)	Category
1		19	76	Very Satisfactory
2		6	24	Satisfactory
3		0	0	Less Satisfactory
4		0	0	Not Satisfactory
	Total	25	100	

Source: Processed Data

The findings show that 76% of respondents (19 out of 25) rated the reliability dimension as very satisfactory, while 24% (6 respondents) rated it as satisfactory. No respondents rated it as less or not satisfactory. Overall, the reliability dimension is deemed very satisfactory.

This research evaluates the quality of online licensing services at DPMPTSPTK Barru, focusing on three dimensions: Information, Security/Privacy, and Ease of Use, based on responses from 25 participants. In the Information dimension, the mean score was 18.96, with 52% of respondents rating the service as "Very Satisfactory" and 48% as "Satisfactory," indicating an overall categorization of "Very Satisfactory." For the Security/Privacy dimension, the mean score was 12.84, with 84% of respondents considering the service "Very Satisfactory" and 16% rating it as "Satisfactory," showing consistently high service quality. In the Ease of Use dimension, the mean score was 15.32, with 76% of respondents rating the service as "Very Satisfactory," 20% as "Satisfactory," and 4% as "Less Satisfactory." No respondents rated the service in any dimension as "Unsatisfactory." Overall, the findings suggest that the online licensing services at DPMPTSPTK Barru are of excellent quality, particularly in terms of information, security, and ease of use.

➤ DISCUSSION

The findings of this research highlight the high quality of online licensing services at DPMPTSPTK Barru, particularly in terms of information, security/privacy, and ease of use. The Information dimension, with a mean score of 18.96, reflects the adequacy and reliability of the information provided to users. Most respondents found the service to be very satisfactory, suggesting that the information aspect aligns well with user expectations and needs.

The Security/Privacy dimension further reinforces the positive perception of the service, achieving the highest percentage of "Very Satisfactory" ratings at 84%. This indicates strong user confidence in the system's ability to safeguard their data and ensure a secure online experience, which is critical in fostering trust in digital public services.

The Ease of Use dimension also received high ratings, with a mean score of 15.32. This shows that the service is user-friendly and accessible, though a small proportion of respondents (4%) rated it as less satisfactory. This indicates a potential area for minor improvements to further enhance usability and ensure inclusivity for all user groups.

Overall, the high ratings across all dimensions underscore the effectiveness of the online licensing services at DPMPTSPTK Barru. These results suggest that the implementation of digital solutions in public service delivery has been successful in meeting user expectations, promoting satisfaction, and supporting the principles of good governance. However, continuous improvements should be made to address any minor concerns and sustain the high-quality service standards.

The success of the online licensing services at DPMPTSPTK Barru reflects a broader shift toward digital transformation in public administration. This aligns with the government's efforts to enhance efficiency, transparency, and accessibility in public service delivery. The high satisfaction ratings indicate that the implementation of technology in licensing services has effectively addressed traditional challenges, such as time-consuming processes and lack of clarity in information dissemination. By focusing on critical dimensions like information, security, and ease of use, DPMPTSPTK has established itself as a model for modern public service innovation.

Despite the overall positive findings, there remains an opportunity for further optimization. The "Less Satisfactory" ratings in the Ease of Use dimension, though minimal, suggest the need for continuous feedback mechanisms and user-centered design enhancements. Such efforts could include simplifying navigation, ensuring compatibility with various devices, and providing additional support for users unfamiliar with digital systems. By addressing these areas, DPMPTSPTK Barru can not only sustain its high standards but also serve as a benchmark for other public service institutions seeking to transition to digital platforms.

D.CONCLUSIONS AND SUGGESTIONS

Based on the research findings and discussion, the conclusion is as follows:

- **Conclusion**

The findings indicate that the quality of online licensing services at the DPMPTSPTK of Barru Regency is generally categorized as highly satisfactory, particularly in the dimensions of Information, Security/Privacy, and Ease of Use. The Information dimension achieved a highly satisfactory rating of 52%, while the Security/Privacy dimension reached 84%, and the Ease of Use dimension achieved 76%. These results demonstrate that the services provided have successfully met user needs in terms of information clarity, data security reliability, and ease of access.

This reflects the success of digital transformation in delivering more efficient, transparent, and user-friendly public services.

- **Recommendations**

Although the results are highly satisfactory, continuous improvement is necessary to maintain consistent quality and meet broader user expectations. It is recommended that the DPMPTSPTK enhance the ease of use aspect by simplifying the user interface, providing training for users less familiar with technology, and ensuring accessibility across multiple devices. Additionally, regular evaluations based on user feedback should be conducted to identify potential challenges and develop more relevant innovations. By doing so, the DPMPTSPTK of Barru can continue to lead in delivering superior digital-based public services.

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