

The Effect of the Quality of Licensing Services and Service Innovation on the Image of the Donggala Regency Investment and One-Stop Integrated Service Agency

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Abstract: This study aims to find out the influence of licensing service quality and service innovation on the image of the Donggala Regency Investment and One-Stop Integrated Services Agency. The analysis tool used in the study was Multiple Linear Regression Analysis with a sample of 96 respondents. The results of the linear regression analysis test showed a coefficient value of B of 0.218 and a calculated t-value of 2.144, this shows that the influence of Service Quality on the Image of the Agency is positive, which means that the better the Quality of Service, the better the Image of the Agency, and vice versa. And the significance value is 0.035 (sig. 0.035 < 0.05) which means that there is a significant influence. So that the hypothesis that states "Service Quality has a positive and significant effect on the Image of the Agency" is accepted.

Keywords: Service Quality; Service Innovation; Agency Image

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PENDAHULUAN

In the current era of globalization and technological advancement, public services are one of the important aspects in increasing public trust in the government. One form of public service that is very influential is licensing services provided by government agencies, including the Investment and One-Stop Integrated Services Office (DPMPSTP). The quality of good licensing services will reflect the effectiveness of the bureaucracy and government compliance in meeting the needs of the community and the business world.

According to Titop et al., (2023). The best and satisfactory service for all parties related to the company or organization is highly dependent on Human Resources who have the advantage of providing the best service. To achieve the speed and accuracy of the service that will be provided, good service also needs to be supported by the availability and completeness of the products needed by customers.

The public services provided to the community so far still have many weaknesses and shortcomings so they need to be improved. The government's efforts to improve public services are by providing public services to the community through a one-stop service or commonly referred to as a one-stop integrated service. However, the implementation still finds many irregularities and seems half-hearted. In terms of licensing, for example, many people complain about the difficulty of obtaining permits Wulan et al., n.d (2019). In fact, in the laws and regulations, it is stated that all agency authorities are in one integrated service door. The implementation of One-Stop Integrated Services (PTSP) is a licensing and non-licensing activity whose management process starts from the stage of applying for sarnpai to the stage of issuing documents in one place. In the Regulation of the Minister of Home Affairs No. 24 of 2006 concerning Guidelines for the Implementation of One-Stop Integrated Services article 2, the purpose of implementing PTSP is to improve the quality of public services and provide wider access to the public to obtain public services.

The Donggala Regency Investment and One-Stop Integrated Licensing Service Office which was formed after the enactment of Government Regulation Number 18 of 2016 concerning Regional Apparatus and also refers to the Regulation of the Minister of Home Affairs Number 100 of 2016 concerning Nomenclature Guidelines for the Provincial and City Integrated Services Office to conduct further research on the influence of service quality on the image of the Investment Office and Donggala Regency One-Stop Integrated Service (DPMPTSP). The results of the pre-research that the researcher has conducted show that the quality of service affects the image of the Donggala Regency Investment and One-Stop Integrated Service Office (DPMPTSP). However, there are still several problems related to the guarantee and responsiveness of employees in providing services.

LITERATURE REVIEW

According to Hasibuan (2010), human resource management is the science and art of managing relationships and the role of the workforce to be effective and efficient in helping the realization of the company's and employees' goals.

Based on the definition above, it can be concluded that Human Resource Management is a science that regulates employee relationships, roles, and development processes so that they become more valuable to the organization and help realize the company's and employees' goals.

Quality of Service

Service quality is a result that must be achieved and carried out with an action. However, these actions are not realized and are easily lost, but can be felt and remembered. According to Kotler (2002) service is any action or activity that can be offered by one party to another party, which is basically not realized and does not result in any ownership. Its production can be attributed to a physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction for the consumers themselves. Kotler also said that this behavior can occur during, before and after a transaction.

Service Innovation

The meaning of Innovation comes from the Latin word "innovare" which means to renew. In the context of public services, innovation is understood as the creation or application of new ideas, processes, or technologies that aim to improve the quality and efficiency of services. According to Drucker (1993), innovation is a conscious and organized effort to transform economic potential into something that produces value. Meanwhile, according to Rogers (2003), innovation is an idea, practice, or object that is considered new by an individual or unit of adopters. The word "innovation" comes from the English word for innovation. Innovation can be defined as the process of human activity or thinking to find something new in relation to inputs, processes and outcomes, and can bring benefits to human life. Input-related innovation is defined as a model of human thinking or ideas that contributes to new inventions.

Image

In the great dictionary of the Indonesian language, the definition of image is: noun; Images, appearances, descriptions; the image that the public has about a person, company, organization or product; mental impressions or visual shadows evoked by a word, phrase or sentence, and are a typical basic element in the prose or poetry work of Ansar & Lakidende, (2024).

According to Jalaludin Rakhmat in Soleh Soemirat and Elvinaro Ardianto, it is stated that image is a picture of reality, image is the world according to perception. Meanwhile, Rosady Ruslan said that the meaning of image is abstract, and cannot be measured mathematically, but its form can be felt from the results of good or bad assessments.

Kotler (1999) defines that image is the public's perception of the company and its products, and is influenced by many factors beyond the company's control. Image can be described through perception, cognition, motivation, and attitude of a person so that the formation of an image will produce certain attitudes, opinions or behaviors (Nimponeo in Danasaputra, 1995 in Soemirat and Ardianto, 2003).

METHOD

The type of research used by researchers is quantitative. According to Sujarweni, (2014; 39) is research that produces discoveries that can be achieved by using statistical processors or other methods of quantification (measurement). Therefore, this researcher aims to find out the hypothesis of the Influence of Service Quality, service innovation on the Image of the Investment Office and One-Stop Integrated Service of Donggala Regency.

Population according to Sugiyono (2017:215) is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in this study is all customers who are taking care of licensing letters at the Investment and One-Stop Integrated Services Agency in Donggala Regency.

Therefore, the minimum number of samples needed in this study is 96 respondents. The reason why researchers use the formula from Lemeshow (1997) is because the target population is too large with a variable number. The data collection technique in this study is carried out in the following ways: 1) Observation is a data collection technique that is carried out through an observation, accompanied by recording the state or behavior of the target object. 2) Questionnaire is a list of pre-formulated written questions that the respondent will answer, usually in a clearly defined alternative (Siagian & Cahyono, 2014). 3) Documentation is a method used to obtain data sourced from writings, such as books, magazines, from websites or the internet and other data related to this research.

RESULT AND DISCUSSION

The testing of the structural relationship model is to elucidate the relationships between the variables in the study. Structural model testing is carried out through tests using PLS software. The basis used in testing the hypothesis directly is the output of the image: as well as the values contained in the output pathcoefficients. The basis used to test the hypothesis directly is that if the p value is < 0.05 (significance level = 5%) and the statistical T value is > 1.960 , then it is stated that there is a significant influence of exogenous variables on endogenous variables. The following is a complete explanation of hypothesis testing:

Table 1. Coefficient

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.037	1.139		7.934	.000
	Quality of Service	0.218	0.102	0.297	2.144	.035
	Service Innovation	0.274	0.126	0.301	2.175	.032

a. Dependent Variable: Instance Image

The results of the linear regression analysis test showed a coefficient value of B of 0.218 and a calculated t-value of 2.144, this shows that the influence of Service Quality on the Image of the Agency is positive, which means that the better the Quality of Service, the better the Image of the Agency, and vice versa. And the significance value is 0.035 (sig. $0.035 < 0.05$) which means that there is a significant influence. So that the hypothesis that states "Service Quality has a positive and significant effect on the Image of the Agency" is accepted.

The Influence of Service Quality on the Image of the Agency

The results of the linear regression analysis test showed a coefficient value of B of 0.218 and a calculated t-value of 2.144, this shows that the influence of Service Quality on the Image of the Agency is positive, which means that the better the Quality of Service, the better the Image of the Agency, and vice versa. And the significance value is 0.035 (sig. $0.035 < 0.05$) which means that there is a significant influence. So that the hypothesis that states "Service Quality has a positive and significant effect on the Image of the Agency" is accepted.

The Influence of Service Innovation on the Image of Agencies

The results of the linear regression analysis test showed a coefficient value of B of 0.274 and a calculated t-value of 2.175, this shows that the influence of Service Innovation on the Image of the Agency is positive, which means that the better the Service Innovation, the better the Image of the Agency, and vice versa. And the significance value is 0.032 (sig. 0.032 < 0.05) which means that there is a significant influence. So that the hypothesis that states that "Service Innovation has a positive and significant effect on the Image of the Agency" is accepted.

The Influence of Service Quality and Service Innovation on the Image of the Agency

The results of the F Test obtained an F Calculation value of 21.751 and a significance value of 0.000 (sig. 0.000 < 0.05) which means that there is a significant influence simultaneously. So that the hypothesis that states "Service Quality and Service Innovation together have a positive and significant effect on the Image of the Agency" is accepted.

The results of the Coefficient of Determination test showed that the magnitude of the determination coefficient (r^2 square) = 0.319, meaning that the independent variables together affected the non-free variable by 31.9%, the remaining 68.1% was influenced by other variables that were not included in the research model.

The image of an agency will basically be influenced by how the agency in question performs. Image itself is the most important asset of a company or organization (Pratiwi, 2020). Good performance of an agency can be created from how a leader directs each of his subordinates to provide quality performance and service.

In line with Lumaya, Guampe, Kawani, & Kayupa (2024) who in their research concluded that service quality and service innovation simultaneously have a significant effect on the image of the Agency.

CONCLUSION

This study concludes that the influence of Service Quality on Institutional Image is positive, meaning that the better the Service Quality, the better the Institutional Image, and vice versa. The significance value is 0.035 (sig. 0.035 < 0.05), meaning that there is a significant influence. Therefore, the hypothesis stating that "Service Quality has a positive and significant influence on Institutional Image" is accepted.

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