The impact of implementing electronically integrated risk-based business licensing services on service quality

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ABSTRACT

The provisions of Law No.11 of 2020 concerning Job Creation stipulate the use of the Risk-Based Business Licensing Service System (OSS RBA), which regulates licensing based on the level of business risk. However, its implementation in the Investment Management Unit and One-Stop Integrated Services of the South Jakarta Administrative City is still experiencing obstacles so that the goal of improving service quality has not been achieved. The purpose of this study was to analyze the influence of electronic-based licensing service implementation factors on the quality of public services at UP PMPTSP South Jakarta Administrative City. This study uses an explanatory method with a quantitative approach to analyze the relationship between the implementation of risk-based electronic licensing services (RBA OSS) and public service quality at UP PMPTSP South Jakarta Administrative City. Using purposive sampling, 100 respondents who utilized the RBA OSS system in 2023 were selected. Data collection involved a 5-point Likert scale-based questionnaire, observations, and interviews, with validity and reliability confirmed through factor loading, AVE, Cronbach's Alpha, and Composite Reliability. SEM-PLS analysis revealed that communication, resources, disposition, and bureaucratic structure significantly enhance service quality, while the community role, though positive, was not significant. The study concludes that communication, resources, disposition, and bureaucratic structure significantly improve the quality of licensing services at UP PMPTSP South Jakarta Administrative City, with a collective influence of 91.3%. However, the public's role, while positive, does not significantly affect service quality. Future research should explore ways to increase community engagement and examine the long-term effects of these reforms on public satisfaction and business growth.

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Introduction

The implementation of the risk-based business licensing system (OSS RBA), as outlined in Law No. 11 of 2020 on Job Creation, is a strategic initiative designed to simplify the business licensing process in Indonesia. This system categorizes business permits based on the risk level of each business activity, with the goal of enhancing the efficiency and quality of licensing services provided by government institutions (Kristantiya & Sudarmo., 2023). The OSS RBA aims to streamline the regulatory framework, allowing businesses to obtain the necessary permits more easily and promptly. By integrating information technology, the system is expected to make the

licensing process faster, more transparent, and less cumbersome for entrepreneurs, in line with the government's efforts to create a more business-friendly environment (Rahman, 2023).

In the context of South Jakarta Administrative City, the implementation of the OSS RBA system is part of a broader effort to modernize and improve public services, particularly in the area of business licensing (Subagio, 2023). The hope is that the system will provide better coordination between government agencies and businesses, reducing bureaucratic inefficiencies and accelerating the approval process for licenses. This digital transformation is seen as a way to enhance the accessibility of services and ensure that business licensing is carried out according to clear and consistent regulations (Chen et al., 2021).

However, despite its promising goals, the practical implementation of OSS RBA has faced significant challenges. One of the main issues is the lack of understanding and technical skills among some government officials who are tasked with managing and operating the system (Ratih et al., 2023). Inadequate training and unfamiliarity with the new platform have led to delays and confusion in processing business permits. Additionally, there are technical barriers such as infrastructure limitations, including unreliable internet connections and insufficient support systems, which hinder the smooth operation of the OSS RBA system in some areas (Rafianti et al., 2024).

Furthermore, there is resistance to change from certain stakeholders who feel that the introduction of the new system disrupts existing workflows and practices. Some business owners and government employees are reluctant to adopt the digital system due to concerns over its complexity or fear of increased monitoring (Amalia et al., 2023). As a result, while the OSS RBA system has the potential to improve the quality of public services and the business environment, its full potential has not yet been realized. Overcoming these obstacles will require targeted efforts to improve training, address technical challenges, and build greater trust and understanding among all parties involved (Asiah & Wartoyo, 2024).

Previous research regarding the implementation of OSS policies has been carried out in various regions. For example, in North Sumatra Province, the implementation of the Standard Certificate policy has gone well although there are still deficiencies in its application and ineffective socialization to the community (Dayantri, 2022). In West Nusa Tenggara, the implementation of the OSS RBA policy is considered quite good even though it faces several obstacles, such as the lack of Human Resources qualifications, the existence of types of permits that have not been registered in the OSS-RBA system, gaps in public knowledge of technology, and unreliable internet connections (Purnami, 2022).

This research presents novelty by analyzing the impact of implementing the electronically integrated risk-based business licensing system (OSS RBA) on the quality of public services at the UP PMPTSP South Jakarta Administrative City, focusing on factors such as communication, resources, disposition, and bureaucratic structure in business licensing services. The study aims to assess the extent to which the OSS RBA system improves efficiency, transparency, and service quality, as well as identify the challenges faced during its implementation. Furthermore, the research aims to provide insights into the factors influencing the success of the OSS RBA system in enhancing public services in the business licensing sector, with the goal of offering recommendations for future system improvements.

Method

This research uses an explanatory method with a quantitative approach to examine the relationship between the implementation of risk-based electronic licensing services (RBA OSS) and the quality of public services at UP PMPTSP of South Jakarta Administrative City. Explanatory method is a research method that aims to explain the cause-and-effect relationship or influence between certain variables (Toyon et al., 2021). While the Quantitative approach is a research approach that uses number-based data to objectively measure and analyze certain phenomena (Tabron & Thomas, 2023). Explanatory method with a quantitative approach is a research approach that aims to test the cause-and-effect relationship or correlation between variables using quantitative data. This approach not only describes phenomena, but also explains how and why a variable affects other variables.

Respondents were selected using purposive sampling technique based on certain criteria, namely individuals who have used the RBA OSS system during 2023. A total of 100 respondents were included, this number is considered sufficient to meet the needs of analysis with the PLS-based SEM method. Primary data were collected through a 5-point Likert scale-based questionnaire, observations, and interviews, while secondary data were obtained from administrative documents and related literature.

The validity and reliability of the research instruments were tested using factor loading test (≥ 0.6), Average Variance Extracted (AVE) (≥ 0.5), Cronbach's Alpha value (≥ 0.7), and Composite Reliability (≥ 0.7). All

indicators meet the criteria, so the instrument is considered valid and reliable. Data analysis was conducted using SEM-PLS with the help of SmartPLS to test the measurement model and structural model. The results show that the variables of communication, resources, disposition, and bureaucratic structure have a positive and significant influence on service quality, while the community role variable is not significant despite having a positive influence.

Results and Discussions

Results

SEM-PLS analysis involves two main stages: Measurement Model Analysis (Outer Model) and Structural Model Analysis (Inner Model).

Measurement Model Analysis (Outer Model)
At this stage, research data is processed using the SEM-PLS application Smart PLS 3.0. The completed respondent data is converted into CSV tabulation format. This data processing process aims to form a model, calculate loading factors, and test the significance of latent variables. This process involves iteration to ensure the validity and reliability of the data. Outer model evaluation is carried out using three main criteria: Convergent Validity, Discriminant Validity, and Composite Validity, which are depicted in the diagram below:
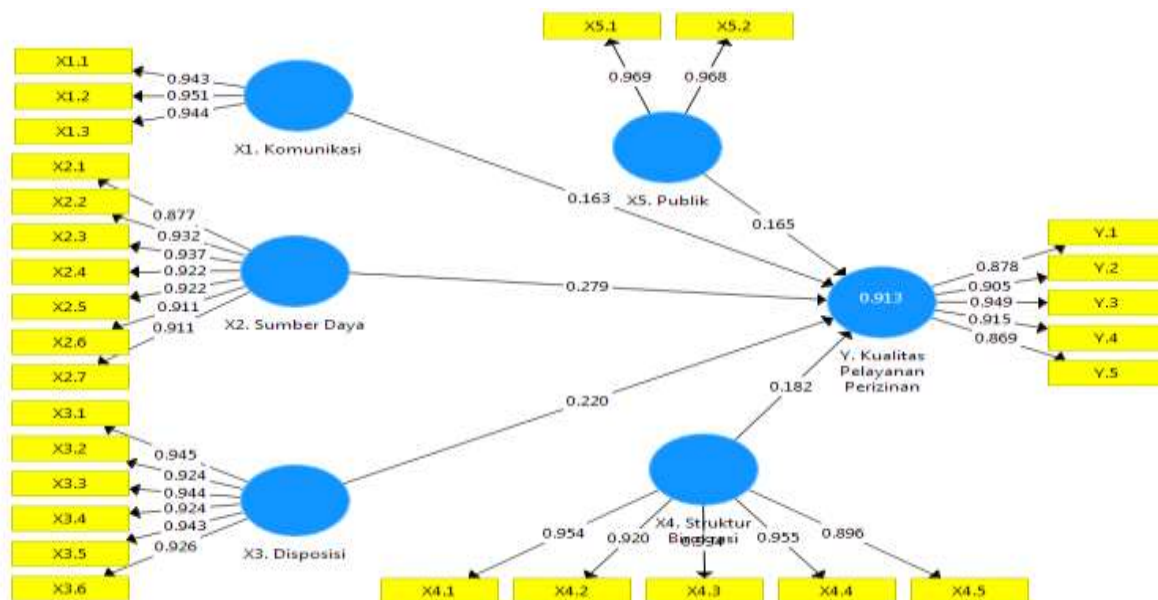

Figure 1. Measurement Model Diagram or Outer Model

Convergent validity indicates that measures of a construct should show a strong correlation. In the SmartPLS application, convergent validity is evaluated by looking at the loading factor value of each indicator in the construct. In general, the rule used is that the loading factor value should be greater than 0.7, and the Average Variance Extracted (AVE) value must be greater than 0.5 to assess the construct as valid.

Table 1. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
X1. Communication	0,895
X2. Resource	0,839
X3. Disposition	0,873
X4. Bureaucratic Structure	0,869
X5. Publik	0,938
Y. Quality of Licensing Services	0,817

Based on Table 1, the test results show that all variables have an Average Variance Extracted (AVE) value greater than 0.5. So, it can be concluded that all variables have met the convergent validity criteria.

Indicator reliability tests the accuracy, consistency and precision of the indicators used in measuring a construct. To assess the reliability between constructs and their indicators, Cronbach's Alpha and Composite Reliability are usually used. The general rule is that Cronbach's Alpha and Composite Reliability values must be greater than 0.7 (Haji-Othman & Yusuff, 2022). The following are the results of reliability tests using the Cronbach's Alpha and Composite Reliability methods using PLS software:

Tabel 2. Cronbach's Alpha dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
X1. Communication	0,941	0,962
X2. Resource	0,968	0,973
X3. Disposition	0,971	0,976
X4. Bureaucratic Structure	0,962	0,971
X5. Publik	0,934	0,968
Y. Quality of Licensing Services	0,944	0,957

Based on table 3 above, the test results show that the Cronbach's Alpha and Composite Reliability values for all variables are greater than 0.7. So, it can be concluded that all variables meet the required reliability criteria.

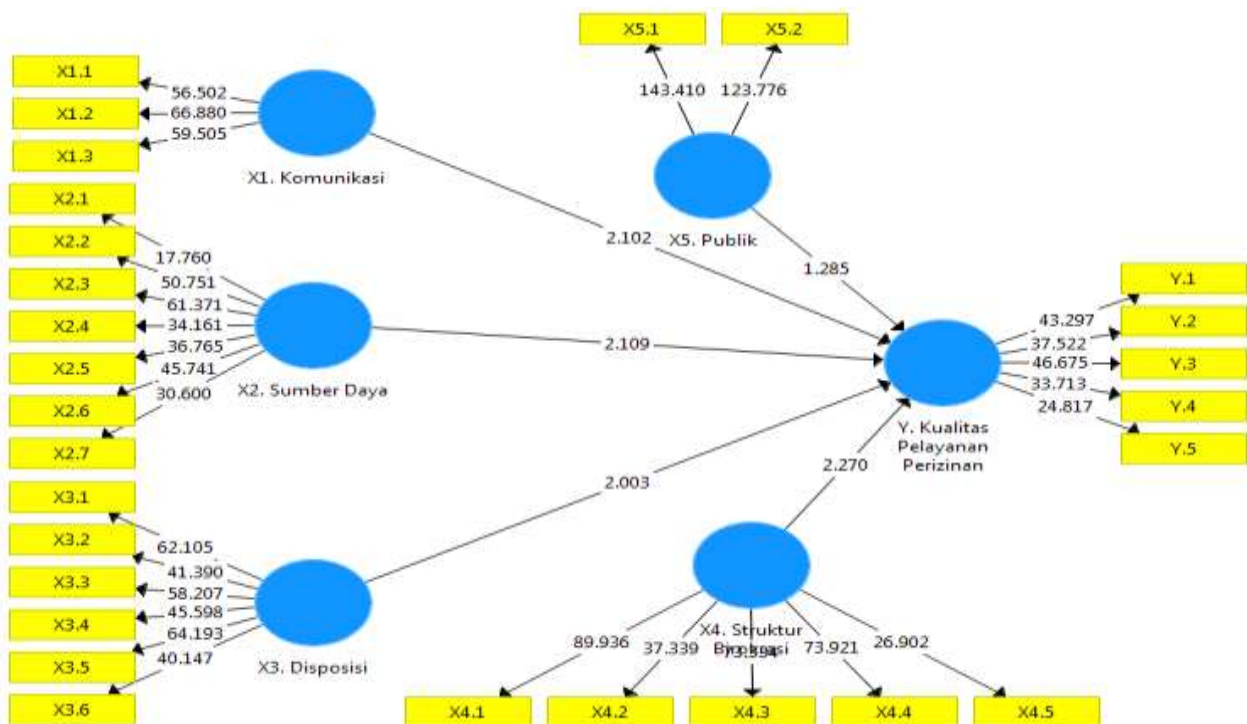**Analysis *Structural Model* or *Inner Model***

Figure 2. Structural Model Diagram or *Inner Model*

Structural Models with Path Coefficient Values involve several tests. First, the R-squared (R2) test is used to measure how well the structural model can explain variations in endogenous latent variables, which are influenced by exogenous latent variables. Chin (1998) explains that the R2 value of around 0.67 indicates a good model. R2 values between 0.33 and 0.67 indicate a moderate level of adequacy in explaining variations in endogenous variables. On the other hand, the R2 value of around 0.33 indicates that the model is weak in explaining variations in endogenous variables. The R square test results are as in the table below:

Table 3. R Square

	R	R Square Adjusted
Y. Quality of Licensing Services	0,913	0,909

Based on Table 4, the R-square test results show that the R-square value for the endogenous variable Licensing Service Quality is 0.913. This indicates that the relationship between the exogenous variable and the endogenous variable Licensing Service Quality is categorized as good.

Next are the results of the Q Square prediction relevance test obtained:

Tabel 4. Q Square

	SSO	SSE	Q² (=1-SSE/SSO)
X1. Communication	300,000	300,000	
X2. Resource	700,000	700,000	
X3. Disposition	600,000	600,000	
X4. Bureaucratic Structure	500,000	500,000	
X5. Publik	200,000	200,000	
Y. Quality of Licensing Services	500,000	136,018	0,728

Based on Table 5, the results of the prediction relevance test show that the Q Square value for the endogenous variable Licensing Service Quality is 0.728. Purwanto & Sudargini (2021) stated that a Q2 value greater than 0 indicates that the model has good predictive relevance for the endogenous construct under consideration. Thus, based on the test results, it can be concluded that the Licensing Service Quality variable has a significant and strong influence.

Next, the path significance test uses the bootstrapping method to assess how big the influence of exogenous variables is on endogenous variables in the SEM-PLS model. The bootstrapping process produces a T-statistic which is used to test the significance of both the inner model and outer model. Once these steps are completed, the path coefficient will be obtained. The T-statistic value that appears is considered significant if the value is greater than 1.96. The direction of influence from exogenous variables to endogenous variables is determined by the original sample value: if the value is more than 0, then the influence is positive; if it is less than 0, then the effect is negative.

Tabel 5. T Statistics dan P Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($\lvert$O/STDEV$\rvert$)	P Values
X1. Communication -> Y. Quality of Licensing Services	0,163	0,170	0,078	2,102	0,036
X2. Resources -> Y. Quality of Licensing Services	0,279	0,273	0,132	2,109	0,035
X3. Disposition -> Y. Quality of Licensing Services	0,220	0,225	0,110	2,003	0,046
X4. Bureaucratic Structure -> Y. Quality of Licensing Services	0,182	0,184	0,080	2,270	0,024
X5. Public -> Y. Quality of Licensing Services	0,165	0,157	0,129	1,285	0,199

Hypothesis test

Hypothesis testing was carried out using full Structural Equation Modeling (SEM) model analysis using SmartPLS. In SEM with PLS, apart from predicting the model, it also explains whether there is a relationship between latent variables.

Meanwhile, the results of the Simultaneous Hypothesis Test use the following hypothesis: Communication, Resources, Disposition, Bureaucratic Structure and Public factors simultaneously have a positive and significant effect on the quality of service in the Investment Management Unit and One-Stop Integrated Services of South Jakarta Administrative City (X1, X2, X3, X4, X5 → Y).

Table 7. Simultaneous Test Results

	R Square	Conclusion
X1. X2, X3,X4, X5 -> Y. Quality of Licensing Services	0,913	There are POSITIVE influences and the results are significant/hypothesis ACCEPTED

Based on the calculation results in Table 8, the R Square value results show that 91.3% of the variability in the dependent variable is explained by all the independent variables. Then the partial influence of the five independent variables is all positive, and four of them have a significant effect.

Table 6. Results of Partial Hypothesis Testing

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
X1. Communication -> Y. Quality of Licensing Services	0,163	2,102	0,036	There are POSITIVE influences and the results are significant/ hypothesis ACCEPTED
X2. Resources -> Y. Quality of Licensing Services	0,279	2,109	0,035	There are POSITIVE influences and the results are significant/ hypothesis ACCEPTED
X3. Disposition -> Y. Quality of Licensing Services	0,220	2,003	0,046	There are POSITIVE influences and the results are significant/ hypothesis ACCEPTED
X4. Bureaucratic Structure -> Y. Quality of Licensing Services	0,182	2,270	0,024	There are POSITIVE influences and the results are significant/ hypothesis ACCEPTED
X5. Public -> Y. Quality of Licensing Services	0,165	1,285	0,199	There is a POSITIVE influence but the results are not significant/ hypothesis REJECTED

Discussion

This research was conducted to see the influence of Communication Factors, Resources, Disposition, Bureaucratic Structure, Public (Community/Business Actors) on the Quality of Licensing Services, both partially and simultaneously. Based on the research results, an analysis can be taken that:

The Influence of Communication on the Quality of Public Services

The findings from the research show that the Communication variable has a significant influence on the Quality of Public Services in UP PMPTSP South Jakarta City. Because the t table value at a significance level of 0.05 is ±1.96, we obtain a calculated t of 2.102 which is greater than the t table, as well as a positive original sample value and a P value of 0.036. Because t count (2.102) > t table (1.96) and P value (0.036) < 0.05, it is concluded that the Communication variable and its indicators have a positive and significant effect on the Quality of Licensing Services. Therefore, the hypothesis which states that the Communication variable has a significant effect on the Quality of Licensing Services is accepted. This means that by increasing the quality of communication carried out by policy implementers, the quality of public services in UP PMPTSP South Jakarta City will also increase. Meanwhile, if the frequency of communication decreases, the quality of public services at UP PMPTSP South Jakarta City will also decrease.

This finding, strengthened by the study of Amal et al., (2021) research findings show that there is a significant positive influence between organizational communication and service quality at the Sinjai Regency Population and Civil Registration Service of 11.8%. Then, another study by Zaini, (2023) which strengthens these findings by proving that the impact of implementing the Online Licensing System, Quality of Human Resources, and Organizational Communication has a significant influence on the Quality of Licensing Services in the One Stop Integrated Service Unit of West Jakarta Administrative City.

Based on observations and interviews, communication in the implementation of OSS-RBA at UP PMPTSP South Jakarta has gone well through socialization, coordination, technical meetings and regular meetings. This is done to ensure that policy implementers understand the objectives of implementing electronic risk-based licensing services. Effective communication helps cooperation, exchange of ideas, and making the right decisions, supporting the achievement of policy implementation goals. Purwanto & Sudargini (2021) states that the sustainability of a group of institutions is related to management, delivery and communication skills. Thus, with harmonious coordination between components, the organization will become more stable and public services can be improved. Therefore, lack of smooth communication within an organization can result in ineffective communication which has an impact on reducing service quality.

The communication variable plays a crucial role in determining the quality of public services, particularly in organizations like the UP PMPTSP (Unit Pelaksana Pelayanan Terpadu Satu Pintu) in South Jakarta City. Effective communication between government officials and citizens ensures that information is conveyed clearly, fostering transparency and understanding of policies, procedures, and services. When communication is efficient, public servants can respond promptly to inquiries, reducing confusion and dissatisfaction among the public, thus improving the overall quality of services (Mansoor, 2021).

In the context of UP PMPTSP South Jakarta City, communication serves as a bridge between the government and the people it serves. With clear and consistent messaging, citizens are more likely to access the services they need without delay, ensuring a smoother interaction with the public sector. Moreover, positive communication can build trust in the institution, which is essential for public service delivery. A well-informed public is more likely to engage constructively with the system, leading to higher satisfaction and improved outcomes (Supramaniam & Singaravello, 2021).

The influence of communication on the quality of public services is also evident in how feedback is managed. When there are open channels for feedback, citizens can voice their concerns or suggest improvements, enabling the UP PMPTSP to identify areas of service that need attention (Zuiderwijk et al., 2021). A responsive communication framework ensures that feedback is not only heard but acted upon, which in turn enhances the quality of the services offered. Additionally, the role of communication extends to managing expectations, ensuring that the public understands the timelines, requirements, and processes involved in accessing services (Samha, 2024).

Overall, the significant impact of communication on the quality of public services in UP PMPTSP South Jakarta City can be seen in the efficiency, effectiveness, and responsiveness of the services provided. When communication is prioritized, it leads to better coordination, reduced misunderstandings, and a higher level of satisfaction for the citizens. Consequently, public services are delivered more effectively, meeting the needs of the community while maintaining a positive image of the government institution.

The Influence of Resources on the Quality of Public Services
From the research results, it appears that the Resource variable has a significant effect on the Quality of Public Services where the t table value obtained at a significance level of 0.05 is ±1.96 so that t count (2.109) > t table (1.96) and has the original sample value positive and the P value is 0.035. Because the value 2.109>1.96 and the value 0.035 <0.05, it can be concluded that the Resource variable influences the Quality of Licensing Services positively and significantly. Therefore, the hypothesis which states that the Resource variable has a significant effect on the Quality of Licensing Services is accepted. This means that the higher the resources (X2) available, the higher the quality of public services at UP PMPTSP South Jakarta City, and conversely, the lower the resources, the lower the quality of public services at UP PMPTSP South Jakarta City.

This finding is in accordance with the results of the study conducted Manurung (2020) which shows that Human Resources factors have a positive and significant effect on Service Quality at the Samosir Regency Investment and Integrated Licensing Services Service. Yullang (2023) also found that (1) human resource capabilities have a positive and significant impact on service quality, (2) human resource quality has a positive and significant impact on community satisfaction, (3) service quality contributes positively and significantly to community satisfaction, and (4) the positive and significant influence of the quality of human resources on community satisfaction through service quality, as shown by the Sobel test with a result of 0.00 < 0.05 and an online Sobel t value of 6.82 > 1, 96 (in absolute value), indicating a significant effect.

According to observations and documentation, it shows that resource support in implementing the OSS RBA system licensing services at UP PMPTSP South Jakarta City is good, including the availability of employees/staff, guidelines and policy information services. However, the main obstacle still lies in service time, especially for permits that require technical recommendations. This process takes quite a long time because it requires a field inspection by a technical agency to issue a Standard Certificate for the RBA OSS System. This causes the licensing completion time to take a long time, thereby affecting the quality of service and reducing the public's assessment of public service performance. According to research by Jiang (2021) timeliness is one of the important factors that influences the quality of fresh food e-commerce logistics services, and significantly influences consumer satisfaction.

The resource variable plays a crucial role in influencing the quality of public services. As public service organizations rely on various resources such as human, financial, and technological capital, the availability and management of these resources directly affect the efficiency and effectiveness of services provided to the public (Haet al., 2022). Research has consistently shown that the adequacy of resources can impact the timeliness, accessibility, and quality of service delivery. Public services that are well-resourced tend to demonstrate higher levels of customer satisfaction, faster response times, and more innovative solutions to citizen needs. On the

other hand, resource scarcity often leads to delays, low-quality services, and decreased public trust in government institutions Cho et al., 2023)

One key study by Colling et al., (2021) highlights the importance of resource allocation in improving service performance. Their research found that adequate resources, such as well-trained personnel and modern infrastructure, were positively correlated with improved customer satisfaction and service delivery. The study further emphasized that an organization's ability to optimize its resources contributes significantly to achieving service excellence. These findings align with other studies on public administration, which underline the need for effective resource management to address the dynamic challenges of delivering public services (Azeem et al., 2021)

Additionally, earlier research has shown that the effective utilization of resources is closely tied to the performance of public institutions. For instance, Moschogianni (2024) explored how digital resources in e-marketing strategies affected the competitiveness of businesses, which can be extrapolated to public service sectors. By adopting technology and optimizing resources, public institutions can not only improve internal processes but also provide better, more transparent services to the public. The study found that organizations that invested in digital transformation and staff development experienced significant improvements in service quality and responsiveness (Patil et al., 2022)

The t-table value in statistical analysis, often used to test hypotheses in research, indicates the significance of the relationship between variables. In the context of the effect of resources on public service quality, a high t-value suggests that the resource variable has a statistically significant impact on service outcomes (Liando et al., 2021). This reinforces the notion that investing in and managing resources efficiently is essential for maintaining and improving the quality of public services. Further research could explore specific resource types, such as human capital versus technological infrastructure, to provide more targeted recommendations for public sector improvements.

The Influence of Disposition on the Quality of Public Services

From the research results, it can be seen that the relationship between the Disposition variable and the Quality of Public Services obtained by the t table value at a significance level of 0.05 is ± 1.96 so that t count (2.003) > t table (1.96) and has a positive original sample value and P value of 0.046. Because of the value of 2.003>1.96 and the value of 0.046 <0.05, it is concluded that the Disposition variable influences the Quality of Licensing Services positively and significantly. Therefore, the hypothesis which states that the Disposition variable has a significant effect on Licensing Service Quality is accepted. This means that the higher the Disposition (X3), the higher the quality of public services at UP PMPTSP South Jakarta City, and conversely, the lower the Disposition, the lower the quality of public services at UP PMPTSP South Jakarta City.

Observations show that policy implementers at UP PMPTSP South Jakarta City are able and willing to implement electronic risk-based licensing services in accordance with the RBA OSS System Policy Guidelines. Implementers work together and support each other for the successful implementation of policies, thereby improving the quality of public services. Based on interviews and observations, it was found that there was transformational leadership in the Head of the South Jakarta City PMPTSP Unit. In implementing the RBA OSS System policy, the unit head involves all employees, directing them in achieving common goals. Transformational leadership is very important to foster employee commitment to service quality (Pahi et al., 2020).

Research by (Kalepo et al., 2022) also shows that attitudes have a significant effect on the quality of public services. This is in line with the research findings of (Makmur, 2023), who define disposition as the characteristics and qualities of implementers, such as dedication, honesty and democratic nature. Policies will function according to the policy maker's intentions if implementers have a positive attitude. On the other hand, policy implementation becomes unproductive if implementers and policy makers have different views (Henreksone et al., 2022). So, to improve the quality of service in the OSS system policy, efforts are needed to optimize licensing services in order to improve the quality of licensing services at UP PMPTSP South Jakarta City.

The Influence of Bureaucratic Structure on the Quality of Public Services

The research findings indicate that the relationship between the Bureaucratic Structure variable and the Quality of Public Services obtained by the t table value at a significance level of 0.05 is ± 1.96 so that t count (2.270) > t table (1.96) and has a positive original sample value and P value of 0.046. Because the value of 2.270>1.96 and the value of 0.024 <0.05, it can be concluded that the Bureaucratic Structure variable influences the Quality of Licensing Services positively and significantly. Therefore, the hypothesis states that the Bureaucratic Structure variable has a significant effect on the Quality of Licensing Services accepted.

This means that the higher the Bureaucratic Structure (X4), the higher the quality of public services at UP PMPTSP South Jakarta City (Y). Conversely, the lower the Bureaucratic Structure, the lower the quality of public services at UP PMPTSP South Jakarta City. These results are strengthened by the research of (Ubah & Ibrahim, 2021). The results of the determination analysis show that organizational structure contributes 59.8% to variations in the quality of public services. This means that the ability of the organizational structure to absorb and accommodate its tasks, functions and environmental demands explains most of the variation in the quality of public services. This means that improving the quality of public services is largely determined by organizational structure factors, although it is influenced by other factors.

Observations show that the bureaucratic structure in the South Jakarta City PMPTSP UP in the implementation of the OSS RBA Service System is running well and optimally. There is a clear division of work in each field, with defined job descriptions and main tasks and functions for each position. This is in accordance with the principles recommended by (Khairi, 2022), that a good bureaucratic structure includes the existence of SOPs and division of work, which supports the implementation of government policies. In implementing the OSS System policy, the South Jakarta City PMPTSP UP has adopted a supportive bureaucratic structure, with clear tasks for each field such as Service Sector I, Service Sector II, and Capital Investment Sector. Each field has specific responsibilities in accordance with applicable regulations. This shows a commitment to improving the quality of licensing services at UP PMPTSP South Jakarta City.

Public Influence (Business Actors/Community) on the Quality of Public Services

The research findings indicate that the relationship between the public variable (Business Actors/Community) and the Quality of Public Services obtained by the t table value at a significance level of 0.05 is ± 1.96 so that t count (1.285) < t table (1.96) and has a P value value of 0.199. Because the value of 1.285 <1.96 and the value of 0.199 > 0.05, it can be concluded that the public variable (Business Actors/Community) influences the Quality of Licensing Services positively but not significantly. Therefore, the hypothesis which states that the public variable (Business Actors/Community) has a significant effect on the Quality of Licensing Services is rejected.

The analysis shows that the public factor (community or business actors) as users of the OSS RBA system licensing services is not significant in influencing the quality of service in the UP PMPTSP of South Jakarta City. This is due to the lack of understanding among business actors/community regarding policy changes in electronic licensing services.

The less positive perception from business actors/the public regarding the RBA OSS System service policy indicates that information related to this policy has not been effectively conveyed, and the quality of public services needs to continue to be improved. Apart from that, the implementation of RBA OSS System policies tends to be top down, where decisions and policies are taken from the center without combining them with the needs or problems felt by business actors/community directly. In accordance with the views of (An, 2020), if policy implementation is dominated by initiative from the center, this can lead to a centralized or top-down model, which is less able to capture input and needs from lower levels of implementation. To increase the effectiveness of licensing services in the RBA OSS System and increase its impact on business actors, efforts are needed such as increasing information regarding RBA OSS System policies as well as active assistance for the participation of business actors/community in the process of making business permits.

Simultaneous Influence of 5 Public Policy Implementation Variables on the quality of public services

This study reveals that overall, the independent variables Communication, Resources, Disposition, Bureaucratic Structure and Public contribute 91.3% to the dependent variable Public Service Quality. Of the five independent variables, four of them have a partially significant influence, indicating that Communication, Resources, Disposition and Bureaucratic Structure individually have a positive and significant influence on the quality of public services. Thus, the hypothesis which states that these five variables simultaneously have a significant effect on the quality of public services is accepted.

This research indicates that synergy and mutual support between Communication, Resources, Disposition, Bureaucratic Structure and Public (community or business actors) factors affect the quality of public services in UP PMPTSP South Jakarta City. Collaborative implementation of these five factors resulted in a greater impact on the quality of public services, reaching 91.3%. This illustrates that collaboration in policy implementation can provide greater synergy and contribution than if each factor is implemented separately. This finding is in line with research by Hapsari et al., (2024), which shows that Communication, Resources, Disposition and Bureaucratic Structure factors have a big influence on the effectiveness of making KTPs in Kesambi District, Cirebon City, which has been tested in the context of public policy implementation.

Among the five independent variables, four communication, resources, disposition, and bureaucratic structure were found to have a significant individual impact on public service quality. Effective communication

ensures that the needs and expectations of the public are understood and addressed promptly, while the availability of resources enables service providers to deliver efficient and high-quality services (Adekugbe & Ibeh, 2024). The disposition of public servants, characterized by their attitudes, behavior, and commitment, also significantly influences the quality of services, as positive disposition leads to improved service delivery. Bureaucratic structure, which dictates the administrative processes and hierarchy within public institutions, was also found to be an influential factor in enhancing service quality by facilitating clear procedures and reducing inefficiencies (Nwafor & Ololube, 2024).

Furthermore, while the fifth variable, public participation, was included in the analysis, it did not show a significant individual effect on the quality of public services. This finding invites further investigation into the role of public involvement in service delivery, especially in the context of how engagement strategies may need to be designed to foster better outcomes. Researchers like (Baxter et al., 2023) have suggested that while public participation is important, its direct influence may depend on how it is integrated into decision-making processes and service design. This area of study remains a valuable avenue for future research.

Conclusions

The study concludes that the implementation of electronically integrated risk-based business licensing services (RBA OSS) positively impacts service quality at UP PMPTSP South Jakarta Administrative City. Communication, resources, disposition, and bureaucratic structure all significantly enhance licensing service quality, with their collective influence explaining 91.3% of the service quality outcomes. However, the role of the public, while positive, does not significantly contribute to improving service quality. These findings underscore the importance of efficient communication, adequate resources, and supportive bureaucratic structures in improving public services, while the community's involvement remains a secondary factor. Future research could focus on enhancing community engagement in the licensing process and exploring other external factors that might further improve the overall quality of public services. Additionally, investigating the long-term impact of these reforms on business growth and public satisfaction could provide more comprehensive insights.

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