

ABSTRAK

Rizal Abdussalam Rozak : Evaluasi Pelayanan Izin Usaha Berbasis Online Pada Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu Di Kota Tasikmalaya

Evaluasi kebijakan publik merupakan suatu proses untuk menilai seberapa jauh suatu kebijakan publik dapat membuahkan hasil yaitu dengan membandingkan antara hasil yang diperoleh dengan tujuan dan atau target kebijakan publik yang ditentukan. Berdasarkan hasil tersebut, kajian penelitian ini bertujuan untuk mengetahui hasil evaluasi pelayanan izin usaha pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu di Kota Tasikmalaya melalui empat indikator yaitu efektifitas, efisiensi, responsivitas, dan ketepatan.

Penelitian ini menggunakan metode penelitian kualitatif diskriptif untuk mendeskripsikan secara mendalam evaluasi sistem pelayanan pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu di Kota Tasikmalaya. Adapun informan dalam penelitian berjumlah 5 orang. Teknik pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan evaluasi pelayanan izin usaha berbasis online cukup efektif dari aspek efektifitas, efisiensi, responsivitas, dan ketepatan. Berdasarkan IKM per 6 bulan. Tetapi terkendala pada server, jaringan, dan pengoprasian oleh masyarakat. Efisiensi sistem pelayanan berbasis online sudah efisien dilihat dari aspek biaya dan waktu. Responsivitas penerapan sistem pelayanan berbasis online sudah baik dilihat dari aspek tanggapan dan kepuasan masyarakat. Ketepatan dalam penerapan sudah tepat dari aspek ketepatan tujuan, berbanding dari aspek ketepatan manfaat cukup maksimal sebab sebagian masyarakat belum mampu mengakses pelayanan secara online.

Kata Kunci : Evaluasi, Pelayanan Izin Usaha, Pelayanan *Online*

ABSTRACT

Rizal Abdussalam Rozak : *Evaluation of Online-Based Business License Services at the One-Stop Service Investment Service in Tasikmalaya City*

Evaluation of public policy is a process for assessing how far a public policy can produce results, namely by comparing the results obtained with the objectives and or targets of specified public policies. Based on these results, this research study aims to determine the results of evaluating business license services at the Investment Service and One-Stop Services in Tasikmalaya City through four indicators, namely effectiveness, efficiency, responsiveness, and accuracy.

This study uses descriptive qualitative research methods to describe in depth the evaluation of the service system at the Investment Service and One-Stop Integrated Services in Tasukmalaya regency. The informants in the study amounted to 5 people. Data collection techniques were carried out by interviews, observation, and documentation.

The results of the study show that the evaluation of implementing online-based business license services is quite effective from the aspects of effectiveness, efficiency, responsiveness, and determination based on IKM per 6 months. But constrained by servers, networks, and community operation. The efficiency of the online-based service system is efficient in terms of cost and time. The responsiveness of implementing an online-based service system has been good in terms of response and community satisfaction. The accuracy in application is correct from the aspect of accuracy of purpose, compared to the aspect of accuracy of benefits that have enough maximized because some people have not been able to access services online.

Keywords: Evaluation, Business Licensing Services, Online Services