

QUALITY SERVICE OF AGRICULTURAL BUSINESS PERMIT PROCESS IN ONE STOP SERVICE THE MINISTRY AGRICULTURE

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Submitted: January 28th 2023

Revised: March 05th 2023

Accepted: March 25th 2023

Abstract: This study examines the quality service of business license process at the Ministry of Agriculture and explores aspects that hinder their service for agricultural business license process (PTSP) at the Ministry of Agriculture's. This research uses qualitative descriptive research methods with interviews and documentation studies are used to collect data. This study uses data analysis techniques consisting of data reduction, responsiveness, assurance, and empathy along with indicators. The results showed that the quality of service for the business license process at the Ministry of Agriculture still needs to be improved, especially in the aspects of process speed, information disclosure, and responsiveness of service officers. Especially related to (1) Implementation of application-based service quality that has not provided convenience for business actors and lack of comfortable and clean facilities. (2) Strengthen the service officer's role in responding to any complaint of the service not in accordance with the wishes of the community regarding the timing of completion. (3) There are still low number of reliable employees in serving and assisting business actors. (4) There is no certainty of timely services and fees charged as well as those known by MSME business actors. Therefore, the Ministry of Agriculture needs to improve the quality of services by improving processes, increasing transparency and responsiveness of officers, and adjusting service costs to the quality provided.

Keywords: quality service; agricultural business permit process; one stop service; ministry of agriculture

INTRODUCTION

The issue of bureaucratic permits is one of the problems that generally hinders business development in Indonesia. The current development is more and more public protests and complaints regarding the timing, accuracy, facilities, procedures, mechanisms, lack of information, and lack of services provided (Groeneveld, 2022); (Ding et al., 2021); (Yusriadi & Farida, 2019a). This is a common problem in carrying out public service activities, including bureaucracy. Community chaos, illegal levies imposed by the bureaucracy, and a too long time to administer services. There are many issues related to public services in every department and agency. In the field of public services, especially in terms of the quality or quality of services provided by government agencies to the community, one of the things that are often questioned (Turner et al., 2022); (de Avila Gomide, 2022).

To improve the quality of public services, the government began to improve the management of public services by developing an integrated service system in 1997. Then in 2006, the Ministry of Home Affairs issued Minister of Home Affairs Regulation Number 24 of 2006 concerning One Stop Integrated services emphasizing on the implementation of permitted activities and disallowed and management process from application stage to release. The documentation phase takes place in one place. The existence of this policy shows that the government is increasingly improving public services, especially those related to administrative services. Based on this formula, The one-stop integrated

service strategy aims to improve the quality of public services in licensed and unlicensed services by simplifying centralized service delivery. This simplification aims to further improve the quality of public services by providing fast, cheap, convenient, transparent, and affordable services. This law forms the basis of PTSP, and its basic form also reflects the attitude, level of awareness and commitment of the legislature and government to improve the quality of public services (Zhang et al., 2022); (Zekić-Sušac, 2021)

Regarding Regulation of the Minister of Agriculture of the Republic of Indonesia concerning Procedures for Business Licensing in the Agricultural Sector (No. 29/Permentan/PP.210/7/2018). In accordance with the policy for the Acceleration of Business Implementation launched by the government through Presidential Regulation Number 91 of 2017, the Ministry of Agriculture is improving existing public services. This is through the start of a comprehensive one stop service (PTSP) unit from the Ministry of Agriculture. PTSP Ministry of Agriculture is led by the Center for Plant Variety Protection and Agricultural Licensing (hereinafter referred to as PVPPP Center). PVPPP is unit that carries out the task of providing licensing services and agricultural technical recommendations (Agriculture, n.d.)

The purpose of establishing a one stop service unit is to simplify the business establishment licensing process so that it is faster, more effective, efficient and transparent. This system is considered as an effective alternative solution for community service problems. Through this system, it is

believed that it can contribute to business actors in the business licensing process (McGuirk et al., 2021) (Muksin & Avianto, 2021). The Ministry of Agriculture launched PTSP which is one of the government's efforts to optimize public services. PTSP puts forward the principle of trust for business actors, so that business actors do not need to have various conditions, so it is very inconvenient for business actors to start a business. Behind the formation of this Unity One, with the aim that there are no deviations that occur in government practices, such as gratuities, corruption and collusion (Ministry of Agriculture, 2022)

In addition, PTSP is a further development of the existing licensing service in which the perpetrators are offered guarantees to complete the licensing in a more precise time unit. In addition, corporate actors are given different options in the licensing process by only submitting one application for a different process involving ministries and agencies as well as local governments. Combined, you don't need a lot of paperwork in the application process. Some basic documents such as KTP and NPWP are pulled directly from the national database so that no business actor needs to provide them (Agriculture, n.d.).

PTSP Ministry of Agriculture also provides general information on the implementation process and results of agricultural development, such as data on production and consumption needs of various goods. In addition, the PTSP of the Ministry of Agriculture also contains data on the distribution of production between regions and time. It is hoped that with this service, related parties can update the data

and information they need at any time.

Regarding the Regulation of the Minister of Agriculture Number 45 of 2019 which is with electronically integrated business licensing services in the agricultural sector, Article 1 states that a Business License is a registration given to business actors to establish and run a business and/or activity and is given in the form of a license. in the form of a letter/ decision or fulfilment requirements obligations.

Electronically Integrated Business Licensing or Online Single Submission, hereinafter referred to as OSS, is a business license issued by the OSS institution for and on behalf of the minister, head of institution, governor, or regent/mayor to business actors through an integrated electronic system. After the business actor has registered and started the company and/or activity prior to the commercial or operational implementation by fulfilling the requirements and/or obligations. As stated in the Regulation of the Minister of Agriculture Number 43/Permentan/OT.010/8/2015 concerning Organization and Work Procedures of the Ministry of Agriculture. Center for Plant Variety Protection and Agricultural Licensing (PVTTP Center), the PVPPP Center has the task of carrying out the management of plant variety protection as well as licensing services and agricultural technical recommendations.

The target for plant seed business licensing services in 2020 is 1,400 (615 income and 785 applications expenditure). The realization in November 2020 has received 1,910 (136%) of the target application, consisting of 947 entry

applications and 963 expenditure applications. While the Import/Export Permit Letters (SIP) that have been issued are 1,166 SIPs, including 108 Plant Seed Import Permits and 1,058 Plant Seed Export Permits (Center for Plant Variety Protection and Agricultural Licensing, 2020). Behind the licensing process which has exceeded the target, there are still many obstacles in the agricultural business licensing process. This obstacle can be seen in the trend of the PVPPP Center IKM value in 2017-2019. This obstacle is the focus of the author's research so that IKM in 2022 can be better because it can be seen in the targets that have been achieved in 2022.

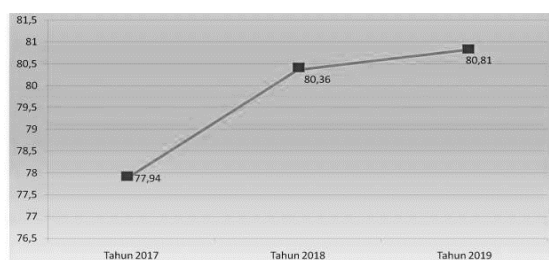


Fig. 1: Trends PVPPP Central SKMs (2022)

Based on Figure 1 from 2017 to 2019, the value of the VTPP Central SKM has increased even though it is still in the same service quality category, namely good (B). In 2019, the service elements with the lowest scores were:

1. Systems, mechanisms and procedures (U2); Service procedures for service providers and recipients, including complaints. This element refers to the clarity of service mechanisms and process systems. Therefore, in terms of the low value of IKM results, it can be assumed that service recipients are not simple in the PVPPP service center process, making it difficult for service

recipients to process their permits.

2. Turnaround time (U3); The time required to complete the entire service process of each service. This element describes the length of time for the target service so that the service can be completed within the time specified by the service provider unit. Some of the services provided by the PVPPP center across echelon 1. So far, the implementation of the PVPPP center service has been adjusted to the applicable procedures. Therefore, if this element is underestimated from the value of the service recipients' SKM results, it can be considered that the service recipients are of the opinion that the services provided by the PVPPP Center do not meet the service commitments set.

3. Implementation capability (U6); The performer must have the ability to complete the entire service process. This element describes the professional ability / knowledge of the implementer in providing services to explain the regulations and procedures for agricultural licensing in a professional manner and in a language that is easily understood by the wider community. Therefore, if the value of this element is not high in terms of the value of the results of the service recipient SKM, it can be considered that service delivery is not clear when explaining the process or procedure for agricultural licensing.

Basically, they area had three elements above focus on one problem, namely related to the time it takes to complete the service, starting from service users submitting applications to getting managed license products. Judging from

the problems above, there are still problems with PVPPP services in 2015.

2019 namely:

1. The online system for applying for PVP rights and paying for PVP services has not been maximized;
2. Complicated PVP Application Form;
3. Some PVP Contribution Rate payments are constrained;
4. PVP costs are considered quite expensive;
5. There is still not enough trust for PVP Applicants and PVP Rightsholders to carry out inspections

Based on the existing problems, it can be a phenomenon of research problems, because without a permit there will be many things that cannot be done. The many aspects of citizen life that are regulated in the licensing system are proof that licensing is very important in the eyes of the law. The importance of the quality of public services carried out by the Indonesian government is aware of the importance of applying the concept of service quality in service to the community. In providing services, in turn, they will get recognition for the quality of service that satisfies the community/customers, which is called excellent service (Lee et al., 2020); (Ibad & Lolita, 2020).

In the era of advances in science and the phenomenology of business licensing services, ideally it should not burden the community, but why are there still many factors that need to be considered in improving the quality of service so that it gets better. This is what makes researchers interested in researching the agricultural business permit process. Researchers want to examine how the service quality of the

agricultural business permit process and the views of community users on the satisfaction and accuracy of the waiter or officer in carrying out the process at this PTSP.

Public services can only be said to be of high quality if they meet the expectations/wants or needs of service recipients, in order to find out whether the public services provided by the government meet the wishes or needs of the service user community (Sugiarto et al., 2021); (Ibad & Lolita, 2020). Services, are measured and rated. This is in line with the opinion of (Ilmaris & Arpangi, 2021) Service quality is successfully built if the services provided to customers are recognized by the parties being served. The recognition of service priority does not come from the device providing the service, but from the service user.

Therefore, according to the author, the process of determining the quality of the services provided is an evaluation of service recipients based on the customer's perspective and perception of the services provided. Consumer perception of the evaluation of services provided is a comprehensive evaluation of the evaluation of services provided, so it can be said that quality service is a service based on customer satisfaction. If satisfaction is created, then awareness of service quality will grow.

According to (Pardal & Miguel, 2019) there are five factors or determinants of service quality, these five factors include:

1. Tangible; Includes physical appearance, equipment and various good communication materials provided to consumers.
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2. Empathy; Willingness on the part of the company and its employees to care more about their customers, such as by providing immediate solutions to customers who complain, showing genuine care, attitude in providing quick responses to consumer complaints;
3. Responsiveness (Quick Response); The attitude of employees and the company to be ready to help and provide services quickly and hear consumer complaints. The employees are expected to be able to assist and provide responsive service, the ability to service quickly and correctly, be friendly to every consumer, and be prepared to cooperate with consumers.
4. Reliability; Namely the ability to provide services as promised, reliable and accurate, and consistent. For example, the ability of employees to provide the best service, handle customers quickly and accurately, and the company provides good and consistent service as expected by its customers.
5. Assurance (Certainty); Namely the ability of employees to provide confidence and gain the trust of consumers. For example, from the knowledge and skills of employees in carrying out their duties, being reliable, having good technical skills can create a sense of trust in consumers.

(Aneta, 2020) based on her research findings, the conclusions obtained are: The service quality of SIUP DPM-PTSP Indramayu Regency is still not optimal on several dimensions: reliability,

responsiveness, assurance, and empathy. Dimensions of reliability that are not yet optimal are found in the service procedures for making SIUP, such as the service flow and filing requirements that are felt by the community to be convoluted, there is still a delay in the issuance of SIUP which will hinder applicants in dealing with financial authorities such as banks and others and the brokering process is still going on. In the dimension of responsiveness, service officers are still not responsive to the needs of SIUP applicants and are still not optimal in carrying out online services and complaints.

Furthermore, on the assurance dimension, there are still costs incurred by the applicants in the non-retribution SIUP. Finally, on the empathy dimension, the apparatus has not yet established a good personal relationship with the SIUP applicant. The lack of responsiveness of the apparatus in responding to the complaints of SIUP applicants is an indicator of the weak commitment of service providers in understanding customers. service officers are still not responsive to the needs of SIUP applicants and are still not optimal in carrying out online services and complaints.

Finally, on the empathy dimension, the apparatus has not yet established a good personal relationship with the SIUP applicant. The lack of responsiveness of the apparatus in responding to the complaints of SIUP applicants is an indicator of the weak commitment of service providers in understanding customers. the apparatus has not yet established a good personal relationship with the SIUP applicant. The lack of responsiveness of the apparatus in responding to the complaints of SIUP

applicants is an indicator of the weak commitment of service providers in understanding customers. The apparatus has not yet established a good personal relationship with the SIUP applicant. The lack of responsiveness of the apparatus in responding to the complaints of SIUP applicants is an indicator of the weak commitment of service providers in understanding customers (Fazekas & Czibik, 2021); (Konte & Vincent, 2021).

(Sumartono & Hermawan, 2020) found that the government as a state apparatus must be able to provide good public services to the community. Also called bureaucracy (including local government), the government tends to get negative reviews from the public. The public perceives that public services provided by bureaucrats tend to be long and convoluted, with complicated requirements and inflexible regulations. This situation is clearly not beneficial to society. The community negotiation police are usually weak. Only receive service products from the government without being able to contribute directly to service products provided by the government. Although bureaucracy is not intended and structured to serve itself, bureaucracy also serves the community and creates conditions for wealthy members of society in accordance with the goals of the service itself. Given the era of globalization which is full of challenges and opportunities. Local governments must realize that there are several things that need to be considered in the public administration process, especially those related to the provision of public services, in order to meet public needs quickly and efficiently and meet

community expectations. Regarding public services at the Boyolali BPMP2T office, a Community Satisfaction Index (IKM) survey has been conducted. The data collected by the team for the period January-June 2014, the results of the Community Satisfaction Index (IKM) BPMP2T Boyolali Regency were 81.49 (Very Good).

If the service or service received or perceived (perceived service) meets expectations, then the quality of the service or service is considered good and satisfactory. If one or more services received exceed customer expectations, then the service or service quality will be considered as ideal quality. Conversely, if the service received is lower than expected, the service or service quality will be considered bad (Tjiptono, 2016).

According to (Yusriadi & Farida, 2019b) the definition of "service quality focuses on efforts to fulfill consumer needs and desires and the accuracy of delivery to balance consumer expectations". Service quality is the expected level of excellence and control over these advantages to meet consumer needs". In other words, there are two main factors that affect service quality, namely expected service and perceived service. Service quality is perceived as good and satisfactory if the service received is in accordance with consumer expectations and is perceived as ideal quality if the service received exceeds consumer expectations. The opposite applies if the service received is not as expected. Thus, whether or not the quality of service depends on the ability of service providers to consistently meet consumer expectations.

The difference between the previous researchers and the researchers to be studied is that the previous researchers only focused on SIUP services, while the researchers to be researched led to the service of business license processes in all types at PTSP of the Ministry of Agriculture.

(Ripoll & Rode, 2023) found that: First, the service procedure is sufficient for the applicant or the wider community, and the requirements provided also make it easier for customers, although some applicants are still confused because they do not understand computers. Second, the completion time is still too long because incomplete applicant files are still available. Third, no one even complains about the service fee here, because the SIUP licensing service is free or free. Fourth, any product or service provided by UPTSA Central Surabaya here has indeed satisfied the applicant or the public because the staff is always vigilant in providing SIUP licensing services. Fifth, the facilities and infrastructure provided by UPTSA Central Surabaya are sufficient, but there are still applicants who complain of inadequate parking space. Sixth, the competence of service providers here is also good in terms of willingness, friendliness, care, courtesy and courtesy as well as knowledge that is sufficiently informed because UPTSA carries out a training period before employees are able to communicate and provide good service that the community wants. The difference between the previous researcher and the researcher to be studied is in the type of permit. Previous researchers focused on trade permits (Ilmaris & Arpangi, 2021);(Fazekas & Czibik, 2021); (Konte & Vincent, 2021).

MATERIALS AND METHODS

The research uses a descriptive qualitative approach that describes data information about the facts that are immediately obtained. The research location is PTSP Ministry of Agriculture of the Republic of Indonesia in Jakarta because this location is a government agency that provides more direct services to residents in accordance with their duties and functions, namely providing services to potential business actors in Indonesia. The informants in the study were people at the Ministry of Agriculture of the Republic of Indonesia and business actors who had already enjoyed the services at this PTSP. Data collection techniques in this study using interviews, observation and documentation. Data analysis techniques in this study are data reduction, data display, and drawing conclusions (Bouncken et al., 2021) ; (McAuliffe et al., 2021).

Qualitative methods can be a useful tool in analyzing PTSP services because they allow researchers to understand the experiences, perspectives, and contexts of customers as well as their local environment. Qualitative methods also allow researchers to gain a deep understanding by collecting data as deeply as possible, which shows the importance of the depth and detail of the data studied (Williamson, 2018) ; (Vaismoradi & Snelgrove, 2019). In this study, there are approaches used, namely:

1. A case study approach used to understand how PTSP services are implemented in a particular on-premises environment. The location of the research area is designated
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Ministry of Agriculture. Site selection is based on data that the permitting process is often late due to limited sources with a service ratio of 1:200 customers. This data collection technique involves collecting from several sources the results of observations, interviews, and documentation. The goal is to understand how service implementation affects the satisfaction of users of public sector services.

2. An observational approach is used to understand the context of the local environment and how service functions can be integrated in an effective way. Observation can be done through direct observation and systematic recording of facts in the field that can provide information about the business process flow of PTSP services.
3. The interview approach is used to understand the experiences and perspectives of employees and customers.
4. The document review approach is used to understand policies and guidelines related to the implementation of integrated licensing services. Documents such as the Annual Performance Report, statutory manuscripts, Permentan and PTSP Service Technical Guidelines.

The main benefit of qualitative methods is the ability to obtain a deep and complex understanding of the social phenomena under study. This method can also help in exploring the unrevealed aspects of social phenomena, as well as being able to generate rich and detailed data about the

experiences, thoughts and views of the research subject. In addition, qualitative methods can also help in establishing new theories or improving existing ones, since these methods emphasize a holistic and contextual interpretation of social phenomena.

Overall, qualitative methods are powerful and effective research methods in understanding complex social phenomena. This method can help in identifying variations and complexities in social phenomena, as well as being able to generate rich and in-depth data on the experiences, thoughts, and views of the subject of research. Thus, qualitative methods can be a useful tool for researchers in exploring and understanding social phenomena better.

RESULTS AND DISCUSSION

In this sub-chapter the author will explain as well as answer the problem of service quality in the agricultural business permit process at PTSP Ministry of Agriculture. This explanation uses the theory put forward in explaining the problem of service quality in the agricultural business permit process at PTSP Ministry of Agriculture. In licensing services, service users need fast, easy, and reliable service. Lack of quality licensing services can hinder investment in the agricultural sector and reduce the productivity of agricultural businesses

Physical Evidence (Tangible)

From the interview results, it can be seen that the PTSP office of the Ministry of Agriculture has adequate service facilities

for providing services for business actors such as comfortable service rooms, brochures for the approval process for agricultural companies, clean bathrooms, services that use room speakers to call service users. PVTTP also provides the SIMPEL application to make it easier for business actors and officers or verifiers to process agricultural business permits. In the SIMPEL application, the procedures and procedures are clear. Business actors can comfortably and anytime carry out the business permit process because it is based online.

In addition to the availability of infrastructure, the comfort of the service area and the cleanliness of the service area, the appearance of the employees is also important. Appearance gives the first impression, so the appearance of a service employee is very important. The behavior of employees at the PTSP office of the Ministry of Agriculture looks neat in serving business actors.

Reliability Enthusiasm

After making direct observations, the researcher believes that the reliability aspect is quite good considering how the staff uses computers and the SIMPEL application from the Ministry of Agriculture, and treats service users who respond and are directed directly to service users. However, more care needs to be exercised to increase turnaround time and evaluation.

Reliability of public service officers refers to the ability and consistency of officers in providing quality public services and meeting the needs of the community. Reliability also means that officers are

reliable and trustworthy by the public in providing effective and efficient services.

To increase the reliability of public service officers, several things that can be done include: (1) Training and skill development: Public service officers should be provided with training and skill development appropriate to their duties and responsibilities. Training may include communication techniques, time management, and conflict handling; (2) Maintain commitment: Public service officers must have a strong commitment to their duties and responsibilities in providing quality services. They must maintain work ethics and show a friendly and polite attitude to society.

Responsiveness

The indicators of responsiveness or responsiveness of officials within the PTSP Ministry of Agriculture in assisting and providing services to the community have been well fulfilled. This can be seen from the alertness of officers from the PTSP office of the Ministry of Agriculture on duty to the community in the service room. Officers respond to questions raised by the community and provide instructions for these questions. According to the researcher, after direct observation, the researcher found that the reactivity aspect was quite good. This can be seen in the staff who direct and interview business actors who are experiencing difficulties and help explain where the difficulties lie.

Improve responsive public service officers must provide clear and accurate information about the services they provide. They must also facilitate the public service process in a transparent, open and

honest manner. Provide feedback: Public service officers should receive feedback from the public about the quality of their services. Feedback can help officers improve their performance and figure out areas that need improvement. By taking these steps, it is hoped that the reliability of public service officers can be improved and the public can obtain better public services and meet their needs.

Assurance or guarantee

From the interview, it can be seen that regarding security, especially security at the PTSP Office of the Ministry of Agriculture, it is quite good. Efforts to improve service quality are related to creating a sense of security for the community, namely by placing parking attendants who help secure the situation in the parking lot. In addition to ensuring the security of the service environment, there are things that are no less important, namely the existence of definite guarantees and convenience in the financing section.

In addition to ensuring the security of the service environment, there is another thing that is no less important, namely the existence of certain guarantees for business actors with the skills provided by the agency to feel satisfied. In this case, the competence of public service providers must be based on the required knowledge, expertise, skills, attitudes, and behaviors. Service officers from PTSP Ministry of Agriculture have done their best to carry out their duties properly during the service process.

According to the researcher, after direct observation, it can be seen that the security/guarantee aspect is quite good. In

terms of security, there are already security officers in the service room, so that people can calmly handle agricultural business licensing and approval procedures at the PTSP Ministry of Agriculture.

Empathy

From the results of interviews with business actors, it can be seen that the issue of the willingness of civil servants to serve the community is quite good, because many responses from business actors say that it is quite good. When providing services, the readiness of the device to provide information must be considered.

The willingness of employees to provide information to people who need services will improve the nature of services in the eyes of business actors. In order to provide excellent service, corporate actors need to be supported by employees who are empathetic in helping the needs of people who need information. From observations at the scene, according to the author, it can be seen that the dimensions of empathy are quite good resulting from the treatment of service to employees, alertness of officers, and the attitude of friendly and smiling officers. However, it must be rethought so that the completion time increases. Based on research conducted on the quality of business licensing services at the Ministry of Agriculture, some of the important findings found are:

Licensing process times

The results showed that the long licensing process time is one of the main problems in business licensing services at

the Ministry of Agriculture. Service users feel that the long licensing process hinders them from starting or growing a business in the agricultural sector.

Lack for information disclosure

The lack of information disclosure is another problem in business licensing services at the Ministry of Agriculture. Service users find it difficult to get the information they need about the licensing process and the requirements that must be met. This often slows down the licensing process and makes service users feel frustrated. Public service disclosure refers to officers' ability to provide clear and accurate information about the services they provide, including procedures, fees, and applicable limitations. This is important because openness can increase transparency and accountability in public services, as well as strengthen public trust in the institutions and officers on duty

Responsiveness for service personnel

The responsiveness of service officers is also a problem in business licensing services at the Ministry of Agriculture. Service users feel that service personnel are unresponsive in providing information and processing permits. This makes service users feel underappreciated and underserved. Overall, service users stated that the quality of service at the Ministry of Agriculture still needs to be improved. Service users feel that business licensing services at the Ministry of Agriculture are still inadequate and not in line with their expectations as service users.

Based on these findings, efforts are needed to improve the quality of business licensing services at the Ministry of Agriculture. Some of the recommendations that can be made include improving the

efficiency of the licensing process, increasing information disclosure regarding the licensing process, increasing the responsiveness of service personnel, and conducting regular evaluations to ensure the overall quality of service.

In addition, it is also necessary to develop adequate and competent human resources in the field of agricultural business licensing. Employees in the Ministry of Agriculture need to be trained and provided with the necessary knowledge and skills to provide quality services to service users. In addition, service users also need to be given an understanding of the licensing process and the requirements that must be met, so that they can properly prepare the necessary documents before applying for permits.

The use of information and communication technology can also improve the quality of business licensing services at the Ministry of Agriculture. With the online system, service users can apply for permits and monitor the licensing process in real-time. This can speed up the permitting process and reduce required operational costs. Improving the quality of business licensing services at the Ministry of Agriculture can increase investment in the agricultural sector, increase agricultural production, and increase the competitiveness of agricultural products in the global market. Thus, the role of the Ministry of Agriculture in providing quality business licensing services is very important to achieve the development goals of a sustainable and advanced agricultural sector (Engdaw, 2022; (Katelo et al., 2021); Furqan et al., 2020).

CONCLUSIONS

Based on the results of the study and important findings that have been previously described, it can be concluded that the quality of licensing services is very important in improving service performance at the Ministry of Agriculture. In licensing services, service users need fast, easy, and reliable service. Lack of quality licensing services can hinder investment in the agricultural sector and reduce the productivity of agricultural businesses. Efforts to improve the quality of licensing services, such as improving the efficiency of the licensing process, increasing information disclosure, increasing the responsiveness of service personnel, and using information and communication technology, need to be carried out continuously to ensure better service quality.

In the future, improving the quality of business licensing services at the Ministry of Agriculture can increase the competitiveness of agricultural products in the global market, increase investment in the agricultural sector, and increase sustainable and quality agricultural production. Therefore, the Ministry of Agriculture needs to continuously pay attention to the quality of licensing services in providing quality services to service users to support the development of a more advanced and sustainable agricultural sector. In addition, the development of adequate and competent human resources in the field of agricultural business licensing is also important to ensure good service quality. Employees in the Ministry of Agriculture need to be trained and

provided with the necessary knowledge and skills in order to be able to provide quality services. Not only that, service users also need to be given an understanding of the licensing process and the requirements that must be met, so that they can prepare the necessary documents properly before applying for permits. That way, the licensing process can run faster and more efficiently.

Broader context, efforts to improve the quality of licensing services at the Ministry of Agriculture are also linked to the sustainable development goals. Improving the quality of licensing services is expected to increase sustainable agricultural production, increase the competitiveness of agricultural products in the global market, and increase investment in the agricultural sector. In order to ensure good quality licensing services, there is a need for synergy and collaboration between the Ministry of Agriculture and various related parties, including the private sector, the community, and other related institutions. That way, harmonious cooperation is created in achieving the development goals of a sustainable and advanced agricultural sector.

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