


ABSTRACT PROCEEDINGS

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Conference for
Public Administration**

Public Administration and Happiness
Policy Management & Politics from the Global Perspectives

June 25 - 27, 2014
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 **THE KOREAN ASSOCIATION FOR
PUBLIC ADMINISTRATION**

Abstract Proceedings 2014 World Conference for Public Administration

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speaking, economics, communications, finance, legal, health and business administration are the expertise of the graduates. Such expertise should have been first utilized by working with the government, for the utilization of these expertise will not only benefit the individual who has been given the chance to be employed by the government, but the benefits of expert public administration will multiply to the rest of the population.

One Stop Service: A Public Service Innovation in Indonesia

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Innovation is an important thing to improve the quality of public services in Indonesia. Public services have always been associated with the issues of cost transparency and timeliness. The fact shows that in 2013 Indonesia was ranked 128 of 183 countries in ease of doing business aspect. This needs to be fixed with innovations such as One Stop Service (OSS), particularly in the field of licensing. This article is a summary of the case studies in two regions in Indonesia, coupled with the results of literatures review on OSS implementation in various regions in Indonesia. The research method is qualitative approach. Data are collected from interviews, observations, and related documents. The study shows that OSS can improve public services in Indonesia as the services become more effective and efficient. But, there are some problems in implementing OSS such as the rule of law, human resources, and supporting infrastructures.

Keywords: one-stop service, innovation, public services

The Right Fish in the Right Water: Increase in Public Service Motivation among Newly Hired Korean Public Employees

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Studies of public service motivation report that public employees are different from their private counterparts in their service motivation. Embracing the logic of consequences, the attraction-selection-attrition theory explains such differences in motivation as resulting from rational choice of individuals and organizations. Levels of PSM are thus explained both by socio-demographic and historical factors as antecedents of individual job choice decisions (attraction and selection) and by organizational socialization (attrition). Building upon the logic of appropriateness, this study focuses on the effect of organizational factors on reformulating and transforming employee identities and dispositions to explain public-private differences in PSM. We hypothesize that public employees will demonstrate a higher level of PSM than private employees upon entering their respective sectors, and that as experience accumulates in the respective sectors, public employees will show a bigger increase in PSM than their private counterparts. We use the Korean Youth Panel Survey of 8,580 individuals aged between 15 and 29 from 2007 through 2011, conducted by the Korean Employment Information Service. The sample includes only those who got



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SESSION 2 (13:30 - 15:30)

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The Role of the Academe in the Promotion of Public Service and Administration
as a Career of Choice

Discussant: Cho, Minhyo(Sunhyunkwan University, Korea)

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One Stop Service: A Public Service Innovation in Indonesia

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Conflicting Performance Information and its Strategic Use in Government

Discussant: Bae, Yooil(Singapore Management University, Singapore)

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 THE KOREAN ASSOCIATION
FOR PUBLIC ADMINISTRATION

One Stop Service : A Public Service Innovation in Indonesia

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Innovation is an important thing to improve the quality of public services in Indonesia. Public services have always been associated with the issues of cost transparency and timeliness. The fact shows that in 2013 Indonesia was ranked 128 of 189 countries in ease of doing business aspect. This needs to be fixed with innovations such as One Stop Service (OSS), particularly in the field of licensing . This article is a summary of the case studies in two regions in Indonesia, coupled with the results of literatures review on OSS implementation in various regions in Indonesia . The research method is qualitative approach. Data are collected from interviews, observations, and related documents. The study shows that OSS can improve public services in Indonesia as the services become more effective and efficient. But, there are some problems in implementing OSS such as the rule of law, human resources, and supporting infrastructures .

Keywords : one-stop service , innovation, public services

INTRODUCTION

The public service and the ease of doing business are two sides of the integral part. Indonesia is often seen as a less pro-State investment. The reason, among others, because the investment climate in Indonesia is not supported by the provision of a simple licensing regulations.

Many investment rules assessed incriminating investors. There is no clarity in particular the matter of time, costs, and procedures. This has resulted in by 2013 and then Indonesia occupies rank 128 from 184 countries in terms of ease of doing business. This position is certainly not very encouraging. Although there have been numerous attempts to repair and provide ease of doing business for entrepreneurs, but the position of Indonesia is still less than other Asian countries.

Results of the latest survey issued by the World Bank on the ease of doing business around the world named "Doing Business 2014" places Indonesia at number 120. Although the nation's rank increased and better than last year, it is still considered to be low as the Philippines managed to soar from being 138 last year to 108 this year. Even, compared to several other ASEAN countries, Indonesia is still far behind. Singapore came in first place followed by Malaysia in second, Thailand ranked at 18, Brunei Darussalam at 59, and

FINDINGS AND DISCUSSION

Many areas in Indonesia have been doing innovations to improve public service in the area of licensing. For example, authors' research which was carried out in the two regions namely Bangka Regency, Bangka Belitung province and city of South Tangerang in Banten Province. Innovation in the field of licensing is done by applying an integrated service system or one stop service. One stop service system actually has been also done in other areas in Indonesia. For example, best practices in Sragen Regency and Jembrana in Indonesia. One stop service is based on the regulation of the Minister of Internal Affairs No. 24 /2006. Licensing services in Indonesia according to the regulation should be implemented through one stop service. This policy aims at improving the quality of public services as well as providing a broader access to the public to obtain public services.

Besides the regulation of the Minister, various rules have been issued by the Indonesian Government to encourage the carrying out of licensing services effective and efficient. Such as Act No. 25/2007 about Investing, the Presidential Regulation No. 27 Year 2009 about One Stop Services in the field of capital investment, regulation that issued by the Head of Board of National Capital Investment No. 6 in 2011 about the procedures for implementation, construction and Integrated Services and reporting one stop service in the field of capital investment. One Stop Service is also regulated in Government Regulation No. 96 in 2012 on the implementation of Act No. 25 of 2009 about Public Service. These rules are described in a range that is the manifestation of one stop service where several types of service management processes are integrated in one place.

Some areas had been considered as best practices in terms of one stop services implementation. In those regions, the one stop service has a goal to enhance the effectiveness of the licensing services and capital investment. One of the districts that are often made references to other parts of Indonesia in the implementation of one stop service is Sragen Regency. In this area, one stop service is implemented by the agency named Board of Integrated Licensing and investment. In 2012, the agency served 70 types of permissions and 2 non-service. The establishment of one stop service is backed up by a desire to realize services for fast and efficient society. This institution was originally named Office of Integrated Services that was formed based on Regional Rule No. 15 of 2000 (Prasojo, et al., 2007: 67).

While in other places such as the city of South Tangerang, public service functions in the field of licensing services implemented by one special agency. Tirtariandi's research (2012) shows that this agency has not yet been a real one stop service institution. For example, in terms of time of completion the permissions. For example, the building permit, according to Standard Operating Procedure (SOP) owned by the agency, time limit is 30 days. This is contrary to the regulation of Minister of Internal Affairs No. 24 of 2006 which states that the period of completion of the licensing services and non-licensing set is 15 working days counted from the receipt of the application file and all its furnishings. Then the applicant must still ask for land allocation recommendations from the Department of City Planning. Comparing with other regions, for example in the Sragen, the applicant is only dealing with the one stop service agency and does not need to go to the technical service. The one stop service institutions will take care of all matters relating to the granting of the licence.

Case of one stop service elsewhere such as in the city of Surakarta is also similar. Formerly, the government does not combine the office of capital investment and the licensing agency. In 2011, the mayor Joko Widodo (Jokowi) combined those two agencies with the aim of facilitate the investors take care of permissions in the field of capital investment (<http://cgi.fisipol.ugm.ac.id>).

Early research data that were obtained related to one stop service in the Bangka Regency showed that by 2013 the licensing service functionality is implemented by the Office of Integrated Services (OIS.). While the capital investment undertaken by the Investment Agency. The OIS has run its task well since 2008. The licensing volume has been increasing. But the function of coordination seems to be crucial problem because of its status.

However, some innovations in licensing services have been done, namely:

- 1). Applying Standard of Operating Procedures (SOP) and Standard of Minimum Service Delivery that refer to government rule.

Before SOP applied, the licensing service in Bangka Regency was not in compliance with the applicable legislation. For example, a building permit service still exceeded 15 working days. As the two standards are available, investors will get certainty in his business when the building began. In line with the Theory of Osborne and Brown, changes in public services include design of services.

- 2). Minimizing the number of licensing service charged.

In order to push the pace of investment in Bangka Regency, Bangka Government had set a number of licensing the service fee only includes 5 types of licensing for examples Building Permit, Permit of interference (HO), and the business license. Referring to the opinion of Baker and IdeA, it is included into the innovation of strategy or policies. It is related to the new strategy and new considerations. By minimizing any charges, it will push the rate of investment.

3). Launching for a Desentralization of One Stop Service

The latest innovation launched in Bangka is the Integrated Administrative Service. This public service programme started from the application to the stage of publication of documents done in one place which is followed by the certainty of terms, time and cost. The purpose is giving easier access to community especially the businessmen to obtain licensing services. In addition, it also increases the participation of businessmen so that more orderly business license to the certainty and security in this endeavor as well as shorten the range of service bureaucracy and closer to the community. Some types of licensing services implemented by this programme e.g. the list of companies, small scale industries, small-scale beauty salons, building permit up to 150 square meter building, etc.

4) Short Messages Services

The next Innovation is the SMS service. The messages that are sent to the applicant such as a notice of surveying locations, notification of fee, as well as a notification that the file permissions are already completed.

5). Performance and front office officials stressed the private services office.

The next innovation that is no less important is the performance of the officers. In Indonesia, the problem of the appearance of officers especially in the front office greatly influences the perception of the service users. Officers in the field of the licensing services provided with uniforms and attitude resembles that of the clerk at the offices of the private sector. This will cause the convenience for users of the service.

Other regions such as the city of South Tangerang, also doing some innovations such as holding roving service mobile units. Then the provision of a user friendly website of licensing service. Then other innovations are repairing building and infrastructures, starting from service room equipped with smooking room, mothers room, and others. In addition to

the computerized system that connected between the computer service. Those innovations are aimed at increasing the amount of investment.

What about Jakarta as the capital of Indonesia?. This city is identical with bureaucracy reform that has been doing by Jokowi-Ahok. The government has just decided that one stop service is began from the district and village. People don't need to go to the office of one stop service in the municipality, but they can apply for any documents through the sub-district and village office.

Ease of Doing Business

To reinforce the importance of exposure one stop service, we can see a ranking of cities in Indonesia in connection with the ease of running a business. Indicators surveyed were: (1) Licensing of business establishment (2) processing of building permits and (3) the registration of the property. For example, Licensing of business establishment. This ranking is based on an average of the percentage rating of the city for a time, the cost of procedures and the minimum paid-in capital to established enterprises.

Ranked the best city is Yogyakarta. This can be achieved because of the Licensing Office of Yogyakarta just implementing 1 procedure for 3 types of licensing parallely, namely trading business licence, the list of companies, and site license. While the hardest is in the city of Manado. Among the 20 cities in Indonesia that is examined, established businesses spend an average of 9 procedures, 33 days and cost 22% of the national per capita income. It is longer 1 month than Malaysia .

Ranking of cities in indonesia on the ease of business establishment can be seen below:

Table 1. The Best And The Worst Cities in Indonesia in Ease of Doing Business

PERINGKAT	Kota	PERINGKAT	Kota
1	Yogyakarta	11	Palembang
2	Palangka Raya	12	Bandung
3	Surakarta	13	Pontianak
4	Semarang	14	Surabaya
5	Banda Aceh	15	Batam
6	Gorontalo	16	Pekanbaru
7	Balikpapan	17	Makassar
8	Jakarta	18	Jambi
9	Denpasar	19	Medan
10	Mataram	20	Manado

Source: <http://www.doingbusiness.org>

Referring to that table, it looks the cities that have been carried one stop service rank better positions in the ease of doing business as Yogyakarta and Surakarta.

Constraints of One Stop Service

The application of one stop service in Indonesia has some constraints. For example, the variety of agencies. The other constraint is the implementation of technologies that have not been evenly distributed in many regions that impose a one stop service system.

Conclusion

One stop service is a very successful breakthrough to increase investment in Indonesia. Although there are many obstacles in implementing One stop service, some best practices have shown that one stop service help increasing the amount of investment and encourage the ease of running a business in Indonesia.

Some improvements have to do to make better public services. Better regulations, good coordination, improvements on the human resources, and the use of technology.

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