



QUALITY OF SERVICES FOR INVESTMENT SERVICES, ONE DOOR INTEGRATED SERVICES AND MANPOWER (DPMPTSP-NAKER) IN PROVISION OF TRADING BUSINESS LICENSE (SIUP) IN HULU SUNGAI UTARA REGENCY

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Abstract

The problem so far is that the quality of human resources still does not support the work carried out by employees at the Office of Investment, One Stop Service and Manpower (DPMPTSP-NAKER) in the granting of a Trading Business Permit (SIUP) in Hulu Sungai Utara Regency. The ability of these employees is important to provide services to the community so that they can have an impact on government that can be trusted by the community in carrying out management. The purpose of this study is the quality of services provided by employees of the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) in the granting of a Trading Business Permit (SIUP) in Hulu Sungai Utara Regency. Constraints faced in implementing the quality of service by employees of the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) in the Granting of a Trading Business Permit (SIUP) in Hulu Sungai Utara Regency. The research method uses descriptive qualitative. The source of data in this study is the head of the department, the head of licensing and employees. Data collection techniques using interviews, observation and documentation. The data analysis technique uses data reduction analysis, data presentation and conclusion drawing. The results of the study indicate that employees are less skilled in carrying out their duties and lack a good response in their work so that the service and the level of speed and accuracy in administering SIUP to the public are less accurate. Employees lack competence in carrying out their duties. Management is not fast and responsive, sometimes the service procedures provided are sometimes still convoluted. They are sometimes quite polite in providing services to the community in making marriage certificates. The ability of employees to communicate is lacking so that the community sometimes has miscommunication in carrying out the tasks assigned by the leadership in the management of SIUP. Physical facilities such as waiting room facilities are not adequate to serve the community in HSS Regency, which every day is getting more and more to deal with and the operators are still lacking in using them so that the queues are increasing and piling up in the management of SIUP.

Keywords: Quality of Resources, Apparatus, Granting of Trading Business Permits, Service.

INTRODUCTION

Government agencies that have good and correct organizations that are supported by employees who carry out work in accordance with their main duties and functions will most likely not experience obstacles in carrying out their duties effectively (preferably or as much as possible) (Riyadi, 2010; Riniwati, 2016; Irmayanti et al., 2019). Human Resource Empowerment is an activity carried out to improve the ability of employees (Riniwati, 2016; Rahman, 2020). Empowerment of Human Resources can be done through education and training, both on the job site and off the job site, transfers or by way of promotion (Lestari et al., 2021). This can be done with or without looking at the organizational structure (Suryaningsum, 2008). The willingness, motivation, and ability of employees can be developed for the benefit of a government agency which is of course related to the performance of employees in carrying out the duties, principals, and functions assigned to them (Al Barqy, 2015; Akbar & Efendi, 2017; Lestari et al. al., 2021).

Based on the Regional Regulation of North Hulu Sungai Regency Number 09 of 2016 concerning Position, Organizational Structure, Duties and Functions as well as Work Procedures of the North Hulu Sungai Regency Investment and One Stop Service (DPMPTSP). The Office of Investment and One Stop Integrated Services (DPMPTSP) of Hulu Sungai Utara Regency is a supporting element for the tasks of the Regent in the field of non-licensing and investment licensing services, with the main task of carrying out some regional government affairs in the field of integrated licensing and non-licensing services as well as investment. capital by carrying out coordination functions and administering administrative services in the field of licensing and non-licensing in an integrated manner as well as investment with the principles of coordination, integration, synchronization, simplification, security and certainty. With the vision of "Realizing the North Hulu Sungai Regency with Investment Goals Through Excellent Licensing and Non-Licensing Services".

Based on information from the DPMPTSP of Hulu Sungai Utara Regency regarding the permits that are mostly handled by the community in DPMPTSP of Hulu Sungai Utara Regency in No. 14 of 2019, including: 1. Building Construction Permits (IMB) 2. Trading Business Permits (SIUP) 3. Company Registration Certificate (TDP) 4. FISCAL In carrying out its service duties, DPMPTSP Hulu Sungai Utara Regency is expected to comply with the guidelines for the implementation of public services based on Government Regulation of the Republic of Indonesia Number 2 Year 2018 concerning Minimum Service Standards, in Article 1 of this Government Regulation what is meant by with paragraph 1 that Minimum Service Standards, then paragraph 5 explains that Mandatory Government Affairs are government affairs that must be carried out by all Regions.

PERMENPAN RB NO 15 of 2014 concerning service standard guidelines, which explains that Service Standards are benchmarks used as guidelines for service delivery and a reference for evaluating service quality as the obligations and promises of the organizers to the community in the context of quality, fast, easy, affordable, and affordable services. and measurable (An & Samsudi, 2016). Based on the provisions regarding the type and quality of basic services which are mandatory government affairs that every citizen has the right to obtain at a minimum regarding general guidelines for the implementation of public services, such as service procedures, service requirements, ability of service officers, speed of service, justice in getting services, certainty of service fees, and the certainty of the service schedule, the government has consequences for improving services in the public service sector (Roudo & Saepudin, 2008; Meikalyan, 2016; Wulandari, 2017).

One of the supports for the quality of services carried out is the ability of employees to carry out the services provided so that the governance system can run well and all community needs can be carried out, especially in terms of Licensing and Non-Licensing to the Head of the Integrated Service and Planting Agency. Capital (Hardiyansyah, 2018; Sarmini, 2019). The quality of human resources is one of the most important elements in achieving the success of an agency or organization including local government (Setiawan, 2016; Rohida, 2018). Human resources today are no longer just a tool to achieve organizational goals, but are already an important asset and can be developed (Sudarsana, 2016; Ryani, 2016). Organizations do not only pursue the achievement of high work productivity but more on performance in the process of achieving it (Puspitasari, 2010; Rapareni, 2013; Habiburrahman & Zhavira, 2021).

The quality of these resources is very important, especially in running the wheels of government (Kulla, 2018). Efforts made by DPMPTSP and Naker in the context of improving the investment climate include: 1) Encouraging the creation of legal certainty through simplification and harmonization of regulations related to licensing (deregulation of regulations); 2) Provide facilities for investment licensing and non-licensing services through the implementation of PTSP in the investment sector; and 3) Developing an Electronic Investment Licensing and Information Service System (SPIPISE) and providing an online tracking system. The type of licensing that can be served through SPIPISE is the Investment Permit (Yunita, 2021).

To help the community not find it difficult to get services, in 2006 the Minister of Home Affairs (Minister of Home Affairs) issued Permendagri No. 24 of 2006 concerning Guidelines for One Stop Services. This step is taken so that all the same types of services are carried out in one agency so that people are not confused and it is easy to get services. This Permendagri explains that each region makes its own PTSP (One Stop Integrated Service) in its area called KP2T (Integrated Licensing Service Office).

Factors that affect the quality of a service are expected service and perceived service (Kaihatu, 2008; Sondakh, 2015; Gofur, 2019). If the service received is in accordance with what is expected, then the service is said to be good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality. On the other hand, if the perceived service is worse than the expected service, then the service quality is perceived to be negative or bad. Therefore, whether the quality of service is good or not depends on the ability of the company and its staff to consistently meet customer expectations. transaction takes place.

Government Regulation of the Republic of Indonesia Number 96 of 2012 concerning Public Services which explains the problem of public services in Article 3 The scope of Public Services includes: a. public goods services; b. public services; and c. administrative services.

The administration of government to achieve good governance that each Regional Apparatus in carrying out its Duties and Functions is based on the principle of quality human resource-based budgeting with results orientation to realize and carry out the Duties and Functions of each field within the DPMPTSP Naker, Hulu Sungai Utara Regency. Employees must have the ability to carry out their duties in order to provide services to the community, especially in achieving targets in supporting regional income.

One of its duties is in providing licensing services, especially in terms of providing a Trading Business Permit (SIUP) to the public. The coordination that must be needed so that a Trading Business Permit (SIUP) can be issued must go through a series of procedures that are passed, and this must be supported by the ability of an employee in this case the employee of the

DPMPTSP to verify the conformity of commitments with the laws and regulations. DPMPTSP Technical Team for North Hulu Sungai Regency Conducts Survey and/or Monitoring of Permits at the Business Location.

In addition, the DPMPTSP-Naker, which is a newly merged agency, will require adjustments in its work. This is because previously the merged offices/agencies, namely KP2T and KPM, were offices that had different jobs even though they both worked in public services. It is not uncommon for government agencies that are the result of restructuring to experience unsatisfactory performance in the early years of restructuring. This is due to the long adjustment process in the internal organization where previously different work, tasks, coordination and authority adjustments will be carried out together.

Some of the problems that occur are in matters of HR (Human Resources), Facilities and Infrastructure, and including facilities and infrastructure in terms of work supervision for external activities of the organization. Then the available resources, the most important problems that occur are facilities and infrastructure, for example: lack of office equipment, as in my field, I only have 3 computers. The second example is the lack of operational vehicles used for field work. Now, to do field work, each employee has to use a private vehicle. Lack of facilities and infrastructure, namely office equipment that supports work activities because nowadays office equipment such as computers and so on are very important and needed and become tools used in work. In addition, the problem that occurs lies in the lack of work operational vehicles so that to carry out field work such as field surveys or field supervision using personal vehicles belonging to employees.

There are still many employees who graduated from high school which have an impact on the ineffectiveness of performance in the field of technology utilization. Regarding the use of technology, there are still many who do not understand the use of technology, namely computers. This is because there are still many employees who have graduated from high school who are over 35 years old. There are several employees who must be rotated due to the limited number of employees in each field, so that fields that have many employees will transfer some employees to fields that have less employees.

In connection with the problems described above, the quality of human resources is very important, especially for employees who work in the government, especially in the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) in granting a trading business license (SIUP). in Hulu Sungai Utara Regency, this is seen as important for employees in carrying out their duties. Therefore, the title of this research is about "Quality of Employee Resources of the Investment Service, One Stop Service and Manpower (DPMPTSP-Naker) in the Granting of a Trading Business Permit (SIUP) in Hulu Sungai Utara Regency".

RESEARCH METHODS

The research approach used in this study is a qualitative approach. In this study, the researchers attempted to clearly describe the quality of the staff of the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) in the granting of a Trading Business Permit (SIUP) in Hulu Sungai Utara Regency. The type of research to be carried out is included in the descriptive method. Furthermore, Moleong (2007: 78) suggests that descriptive research emphasizes data in the form of words, pictures, and not numbers caused by the application of qualitative methods.

The research instrument according to Arikunto (2016) is a tool for researchers in collecting data. The instrument used by the researcher in this case is the main instrument and the supporting

instrument. The main instrument is the researcher himself while the supporting instruments are the observation guide and interview guide. According to Moleong (2007: 168) the position of the researcher in qualitative research is that he is at the same time a planner, implementer, data collection, analysis, data interpreter, in the end he becomes a reporter for the results of his research. In the preparation of these supporting instruments, Arikunto (2016: 153–154) suggests that the selection of the method to be used by the researcher is determined by the research objectives, research sample, location, implementer, cost and time, and the data to be obtained.

Data sources are divided into two, namely primary data and secondary data. The primary data examined in this study is to examine the quality of the staff of the Investment Office, One Stop Service and Labor (DPMPTSP-Naker) in the granting of a Trading Business Permit (SIUP) in Hulu Sungai Utara Regency. Secondary data from various sources such as documents, archives, activity reports taken from relevant organizations or agencies that are relevant to the quality of human resources for employees working in DPMPTSP-Naker.

Data were collected through interviews, observation, and documentation.

- 1) Interviews according to Sugiyono (2014: 5) explain that interviews are a method used to obtain information from respondents who are being studied, whether carried out with structured interviews or unstructured interviews. Interviews were conducted with the Head of the DPMPTSP-Naker, the secretary of the DPMPTSP-Naker and General Staffing Information from the community related to the quality of employee services, and the obstacles faced in the quality of employee services.
- 2) Observations were made to find out the results from the field that occurred during the research. According to Sugiyono (2014: 45) explaining Observation or observation can be interpreted as systematic observation and recording of the symptoms that appear on the object of research. This observation uses participatory observation, in which the researcher is directly involved with the daily activities of the person being observed or used as a source of research data.
- 3) Information can also be obtained through stored facts in the form of letters, diaries, photo archives, meeting results, souvenirs, activity journals and so on. Data in the form of documents like this can be used to dig up information in the past. Researchers need to have theoretical sensitivity to interpret all these documents so that they are not just meaningless items (Faisal, 1990). The documents used in this study are in the form of writings such as regulatory or policy texts, newspapers, pictures or photos, and others.

The data analysis used is descriptive analytical method, which describes the data collected in the form of words, pictures, and not numbers. reality (Sugiyono, 2014: 88). This study uses qualitative data analysis techniques. According to Miles and Huberman (in Emzir, 2012) suggesting that activities in qualitative data analysis are carried out interactively and continue until they are completed.

Activities in data analysis are:

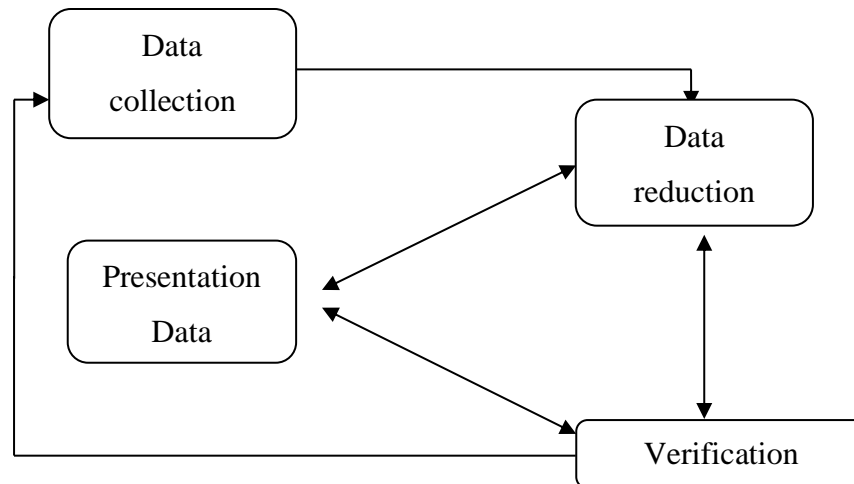


Chart 1. Components in data analysis
Source: Miles and Huberman (in Emzir)

Based on the chart above, it can be explained as follows:

- 1) Data reduction is defined as the process of selecting, focusing on simplifying, abstracting, and transforming “rough” data that emerges from field notes.
- 2) Data presentation is a description of a structured set of information that provides the possibility of drawing conclusions and taking action.
- 3) Drawing conclusions or verification is the final activity of qualitative research.

The data analysis process begins by examining all available data from various sources, namely through observation, interviews, and documentation. Data analysis in qualitative research is carried out at the time of data collection, after completion of data collection within a certain period. At the time of the interview, the researcher has conducted an analysis of the answers from the informants. If the interviewee's answers after being analyzed feel unsatisfactory, the researcher will continue the question again, to a certain stage so that the data is not saturated.

RESULTS AND DISCUSSION

Quality of Service of Employees in Making Residents Trading Business Permits at the Office and Investment, One Stop Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency

The results of the study of the quality of services available at the Office and Investment, One Stop Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency were seen from their Physical Ability (health) which involved their ability to carry out the work assigned and assigned to them. in serving the community, manage SIUP based on the mandate of the law.

As state employees and under the auspices of the government, they are less likely to work in the Office and Investment, One Stop Service and Manpower (DPMPTSP-Naker) of North Hulu Sungai Regency trying to be able to perform tasks that require stamina, skills, strength, , and similar characteristics. They do not try to stay healthy in carrying out their duties and do not get sick and try to make the tasks assigned to them be completed properly. However, when they feel less comfortable with their situation and are not comfortable in carrying out their work, they are given direction in the form of religion so that they can carry out their work properly and sincerely in doing their work.

This condition caused disappointment for the people of Hulu Sungai Utara Regency according to what the community said, namely Mrs. Emi who had been interviewed by researchers regarding the service for making Trading Business Permits at the Office of Investment, One Stop Integrated Service and Labor (DPMPTSP-Naker) Hulu Regency. North River:

"I think the service here is unsatisfactory because the employees are not right in making the Trade Business Permit, sometimes it doesn't match the time. Sometimes they like to make mistakes in the issuance of the SIUP itself....some people complain about the letters of the name...it's the same as having the wrong date of birth like their Trading Business Permit...." (Interview Results Monday, May 30,2019).

Based on what has been stated by the community is the form of what is felt in accordance with the existing conditions, people still complain about the performance of employees who provide services that are still not right. The need for accuracy in carrying out the task, namely in making a Trading Business Permit will provide satisfaction for the community itself. And the same complaint was also put forward by the community who interviewed researchers on 05/30/2019, Mr. Edo, who argued as follows:

"According to you, the accuracy here is not quite right because you have made a Trade Business Permit for 1 week and it hasn't been completed yet, it's not as promised by the service officer"

The accuracy in the execution of the task of making the Trade Business Permit should be fulfilled in a timely manner so that the community is satisfied with the services provided in the Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency. And if we follow the procedures that have been issued by the service and we complete them and the data is complete, the service will certainly be on time. However, there are differences in expressing opinions with what is experienced by the community, there is one community who argues about the accuracy of employees in carrying out their duties which have been interviewed by researchers as follows:

"In my opinion, the accuracy in carrying out the task in making the Trading Business Permit here is quite good, on time. Because I attached the procedures according to what the employees here asked for, so the process was on time." (Interview Results Monday, May 30,2019).

According to the researchers themselves, the requirements for making a Trading Business Permit are quite easy, except for people who have problems with making a Trading Business Permit and the lack of complete data. This is what usually becomes an obstacle in making a Trading Business Permit.

Employees also make less effort to be able to bring human values in serving the community, especially in terms of trying to serve the community well. Employees at the Office and Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) of North Hulu Sungai Regency try to be able to do the work as expected by the local government. Their intellectual abilities lack the activity of thinking, reasoning, and solving problems when the given task looks difficult and cannot be completed.

Employees are also less concerned with public interest than personal or group interests on the basis of equality, prioritizing obligations over rights as citizens because they assume that the

task assigned is specifically the issuance of the official SIUP and Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) Regency Hulu Sungai Utara is very important for the community. When they come to the office they lack awareness of national discipline as a nation's culture that always wants to advance. Employees also have a high spirit of competition by increasing motivation, work ethic and productivity for the development of the nation and the state.

In connection with equal and equal service without discriminating status and position. The results of an interview with an employee of the Investment, One Stop Service and Manpower (DPMPTSP-Naker) of Hulu Sungai Utara Regency, he explained that

"Regarding the services provided by employees to the community who carry out activities for managing Trade Business Permits, they are equally distributed regardless of class and status. This is due to the professionalism of the employees in carrying out their duties and roles in accordance with the tasks carried out. With this attitude, it will change the public's perspective on the government, so that people feel comfortable and appreciated in the process of obtaining a Trading Business Permit. We do this well because it is one of the important things to provide justice for the community." (Mr. Yoyong as Section Head of SIUP Issuance in Hulu Sungai Utara Regency in an interview, 23/05/2019)

Officials of the Office and Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) of Hulu Sungai Utara Regency lack a big spirit and positive thinking in dealing with social problems when implementing SIUP management. Employees have openness based on a sense of responsibility for the interests of the community. As interviewed by researchers, namely people who experience difficulties with information in making Trading Business Permits at the Office of Investment, One Stop Service and Labor (DPMPTSP-Naker) Hulu Sungai Utara Regency, to Mr. Joni:

"In your opinion, official employees are less willing to provide information, because some of you do not understand the requirements given to make a Trading Business Permit." (Interview Monday, May 30, 2019).

"In my opinion, the service employees here are quite good in their willingness to provide information to people who will make their Trading Business Permits. The service employees who are there in providing information to people who are older in age should be clearer than those who are older. young people who still understand the information provided by employees. (Interview 30/05/2019).

Seeing the description above, quality human resources are very much needed in an organization, because the presence of good quality human resources capable in the physical, intellectual and psychological fields greatly affects the progress of an organization.

Based on the results of research that has been carried out related to the services that have been carried out by the service for making Trading Business Permits at the Office and Investment, One Stop Service and Labor (DPMPTSP-Naker) North Hulu Sungai Regency, it shows that it is still lacking because basically which is a problem in the process of field reality, sometimes employees do not have a response to the community.

Public complaints that factual information is important for the community, still weak and lack of communication makes everything difficult, so that people find it difficult and feel lazy to make a Trading Business Permit because of the lack of counseling and socialization of the

benefits of a Trading Business Permit. The factual information has not yet reached the community and it is also a long process that proceeds from the RT or RW, to the village or sub-district then to the sub-district and so on to the Office of Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) Hulu Regency. North River, so that the completion of the making of this Trade Business Permit takes a very long time.

The results of observations about the openness of the service delivery process are quite good, but the community knows the process from other people who already have and have a Trading Business License, this is still a lack of communication from the officials in conveying factual information and directly to the community so that people know it from those who already have a certificate. Trade Business Permits and the existence of a website have not made it effective for the public to know about service delivery.

Regarding the openness of the service delivery process in making a Trading Business Permit at the Office of Investment, One Stop Integrated Services and Manpower (DPMPTSP-Naker) of Hulu Sungai Utara Regency, factual information and socialization and counseling are widespread in the community, especially the people who live in the area. in rural areas that are far from the office or the apparatus that handles the service of making a Trading Business Permit so that people still ask people who already have a previous Trading Business Permit.

The employees of the Department of Investment, One Stop Integrated Services and Manpower (DPMPTSP-Naker) of Hulu Sungai Utara Regency must hurry to quickly create an extension team to provide transparency or openness to the process of providing services for making Trading Business Permits to the people who carry out the management. , although currently the Office of the Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency has an official website for information provided to the public on the process of providing Civil Registration services and is quite good in the transparency of the implementation process. services, but this is not effective and efficient enough for the community, because not all people can access it with various existing factors.

The results of the study indicate that the problem of willingness to help the community when administering SIUP they do not provide a good response in providing services and from the level of speed and accuracy is also still lacking so that the service provided lacks accuracy. The level of speed and accuracy in making the marriage can result in problems in the service process provided. This relates to the ability of officers to operate computers accurately and competently.

Information technology is a reality that must be faced in this modern era, its presence is unavoidable in society in a country that is in a system of organization and communication between people around the world or what is known as globalization. The development of increasingly advanced information technology is an opportunity for every government agency and state government institution to be able to utilize technology effectively and efficiently in order to increase development both at the national and regional levels.

Reliable employees must have the ability (skills) so that the resulting service products meet good standards, to meet the needs of the community. the obligation to improve the ability of the staff of the Population and SIUP Issuance Service at the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency, Hulu Sungai Utara Regency, especially in the field of technology. This aims to make it easier for employees to carry out their duties so that services are fast and the community does not have to wait long to meet their needs.

The level of ease of service procedures provided is sometimes still convoluted. They are sometimes polite in providing services to the community in making Trade Business Permits, and

also managing the SIUP itself and others. The ease of obtaining information in the service of making Trading Business Permits is given by officers but in terms of responsibility it is still lacking because sometimes there are still people who do not provide comfort to the public. The hope is that in the management of the making of the Trading Business Permit, it aims to make all people feel comfortable. Basically, the planned goal is the realization of orderly administration of SIUP issuance at the Office of Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) Hulu Regency North River. The community chooses to make SIPU directly even though it will experience a long and long journey because people have to queue to be able to make the Trading Business Permit.

The ability of the Population and SIUP Publishing Service at the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) of Hulu Sungai Utara Regency is considered to have maximized its performance, starting from community data collection which had been carried out before making a Trading Business Permit, then carrying out the making of a Business License. Trading Business Permits conducted in North Hulu Sungai Regency. The implementation of making Trading Business Permits in North Hulu Sungai Regency has not yet reached the maximum number, because there are several people of North Hulu Sungai Regency who have not made Trade Business Permits. Issuance of a follow-up Trading Business Permit for the people of Hulu Sungai Utara Regency who have not been issued and do not have a Trading Business Permit, which can be done directly at the Office of Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency or directly to the nearest sub-district to carry out the recording and making of the North Hulu Sungai Regency Trading Business Permit which is required by the government and requires public awareness as self-identity.

Employees of the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency in realizing the performance of their employees try to implement maximum performance which aims to improve services to the community. Activities carried out by employees at the Office of Investment, One Stop Integrated Service and Labor (DPMPTSP-Naker) Hulu Sungai Utara Regency is one of the impetus for the development of information and communication technology, so it can be said that the progress of Information and Communication Technology and its utilization In various fields of life, it marks the change of human civilization towards a society that is able to understand increasingly developing technology.

So far, there has been a lack of communication involving a number of people, one person stating something to another person, so that the person involved in the communication is the person. recipient. The recipient of the message, and has understood the message to the sender of the message. By receiving a response from the recipient of the message, the sender of the message can judge the effectiveness of the message he sent. sent the message.

The apparatus provides information to the public, as employees to try to provide them in understanding the problems that occur in the making of this SIUP. Officers want them to be able to understand the requirements that must be completed in making the Marriage. In relation to the physical facilities, they are still good and neatly arranged and still functioning, however, the waiting room facilities are not adequate to serve the people of Hulu Sungai Utara Regency, who are getting more and more dealing with them every day and the operators are still not using them, so the queues are getting bigger and piling up. This is due to the limitations of the personnel who are there to operate it because the number of employees is not in accordance with the community as people who need to be served.

In addition, there were also employees who were not able to use the existing technology even though some of the facilities were quite available. The employees are less serious and serious in carrying out the tasks assigned to them so that the expected goals of the agency will not be maximized. Lack of professionalism and lack of awareness and importance of results-oriented agency goals so that the services provided are not optimal.

The existence of employees in the organization is the main key to the potential for carrying out management, both in private and public companies. An organization needs reliable employees who are able to provide good service, can interact with customers, and are able to use existing facilities and infrastructure in the service process.

Environmental conditions in the Office of Investment, One Stop Integrated Service and Labor (DPMPTSP-Naker) Hulu Sungai Utara Regency with the lack of building area have resulted in very low customer comfort. The ability to procure building expansion at the Office of Investment, One Stop Integrated Service and Labor (DPMPTSP-Naker) of Hulu Sungai Utara Regency is still inadequate because so far it has not received funding from the center to carry out renovations or to procure additional facilities needed, especially waiting rooms. residents who make Trading Business Permits. The condition of the environment where the service for making Trade Business Permits is made is still far from good. This is due to the lack of facilities, especially the waiting room, which is not proportional to the number of residents making Trade Business Permits.

To improve employee performance and work motivation, it is necessary to have good work facilities. According to Husnan (2002: 187), "Work facilities are a form of agency service to employees in order to support performance in meeting employee needs, so as to increase employee productivity". The existence of work facilities provided by the agency really supports employees in their work. These work facilities are tools or facilities and infrastructure to help employees to complete their work more easily and employees will work more productively. According to the journal, with the existence of work facilities, employees will feel comfortable at work and create morale to get the results expected by the agency. Variable work facilities can be seen from the existence of supporting facilities such as: worship facilities, toilets / WC and others (Mulyono and Sudarmo, 2001: 12).

Facilities are means to expedite and facilitate the implementation of functions. Facilities are individual components of the offering that are easy to grow or reduce without changing the quality and model of services. Facilities are also a tool to distinguish one educational institution's program from other competitors.

Work facilities are supporting facilities in office activities in physical form, and are used in normal company activities, have a relatively permanent period of use and provide benefits for the future. Work facilities are very important for companies, because they can support employee performance, such as in completing work. In an office to achieve a goal required supporting tools used in processes or activities in the company. The facilities used by each office are of various forms, types and benefits. The greater the activity of a company, the more complete the facilities and supporting facilities in the process of activities to achieve these goals.

Availability of adequate work facilities, adequate lighting/lighting in the room, clean air circulation, absence of unwanted sounds/noise, unpleasant odors, and guaranteed security such as security guards who can guard the environment outside the building are expected to support the work process so that it can improve the performance.

Services that provide facilities are activities that normally need to be taken care of by the employees themselves in their daily lives which are carried out in SIUP licensing. Facilities that

do not result in physical resources that must be present before a service is offered to consumers. Simple facility is a physical facility that can process an input (input) into an output (output).

The characteristics of the supporting facilities in the company's activity process are: 1. Having a physical form. 2. Used or used actively in the normal activities of the company 3. Has a relatively permanent period of use of more than one accounting period or more than one month. 4. Provide benefits in the future.

A number of theories above, explain that work facilities are a means or a vehicle or a tool to facilitate the company's activities and also for the welfare of employees so that employees can carry out their work well. as well as supporting facilities for the convenience and comfort of employees in doing their jobs. Realizing the importance of work facilities for employees, companies are required to provide and provide work facilities because the success of a company can never be separated from the provision of work facilities.

Service facilities are an important factor for the creation of good service quality. The facilities and infrastructure referred to here are all types of equipment, supplies, and other facilities that function as the main/auxiliary tool in carrying out the work and also have social functions in the interest of the people who are in contact with the work organization. Factors of service facilities include equipment, supplies, tools, buildings and communications.

The existing facilities at the Office of Investment, One Stop Integrated Service and Manpower (DPMPTSP-Naker) of Hulu Sungai Utara Regency in the SIUP-making service show that they are not yet supported. This is due to the lack of facilities, especially waiting rooms and data recording equipment, which are not proportional to the number of residents who make SIUP. This is the problem with the SIPU manufacturing service in HSU Regency, which causes the community to be dissatisfied with the services provided by the North Hulu Sungai Regency government, especially at the North Hulu Sungai Utara Regency Investment, One-Stop Integrated Service and Manpower (DPMPTSP-Naker).

Obstacles in the Implementation of Services for Making Residents Trading Business Permits at the Office and Investment, One Stop Service and Manpower (DPMPTSP-Naker) Hulu Sungai Utara Regency

Based on the results of the study, it shows that the internal factors of the problem of implementing the service of making Trading Business Permits are in terms of supervision and evaluation that have been carried out by the leadership, especially from the head office in the field of recording Trading Business Permits. The results of this study indicate that there is still a lack of supervision. from the leadership to the clerk at the reception counter for the applicant for a Trade Business Permit. This greatly results in problems with the smooth running of the making of a Trading Business Permit.

The results of the study indicate that the inhibiting factor is in terms of the rules that must be carried out and notified to the applicant in order to follow the applicable procedures. This is intended so that in its implementation there are no errors that can make the service less satisfying to the applicants for the Trading Business License. The results The research shows that it is seen from the ability of officers to understand the problem in terms of existing facilities. The results also show that the lack of supervision so far has made employees not understand well the tasks given to them so that they can do their jobs better.

As long as the leadership does not supervise the procurement of equipment related to the formation of excellent public services, after this is fulfilled then the leadership both actively and

passively carry out supervision to subordinates in providing SIUP issuance services to the community.

As a problem in PTSP in its application to the community in public policies related to one door. The author wants to know the problem and how the solution is from within the SIUP service of the Office and Investment, One Stop Service and Labor (DPMPTSP-Naker) Hulu Sungai Utara Regency, and public knowledge by using management in SIUP for community satisfaction so that public policies can function. effectively and efficiently.

In accordance with Presidential Regulation Number 97 of 2014, it is determined that One Stop Service, hereinafter abbreviated as PTSP, is an integrated service in a single process starting from the application stage to the stage of completion of service products through one door. Prior to the issuance of Presidential Regulation Number 97 of 2014, there was once a regulation that became the basis of One Stop Integrated Services, namely in the Minister of Home Affairs Regulation Number 24 of 2006 concerning Guidelines for the Implementation of One Stop Integrated Services. non-licensing whose management process from the application stage to the issuance stage of the document is carried out in one place.

The results showed that the level of policy implemented in providing excellent service to the underprivileged community was carried out by an employee at the Office of Investment and One Stop Service and Labor (DPMPTSP-Naker) Hulu Sungai Utara Regency. This concerns the ability of the task. carried out by employees in the issuance of SIUP. Employees are tasked with issuing SIUP based on the regulations that have been made so that they can have an impact on the community in the future.

Actually, seen in practice, which is more often seen, leaders tend to take the easy way, namely getting data and information from performance appraisals only to see the work ability of an employee in the Office of Investment and One Stop Integrated Service and Manpower (DPMPTSP-Naker). North Hulu Sungai Regency. However, leaders often do not understand that not all information can be obtained from job appraisals, so that usually it is not the most up-to-date and up-to-date information data.

Therefore, it is important for a leader to obtain it directly from the community or other sources of information that can be accounted for. One of the right steps for leaders to obtain reliable and accountable data and information is to conduct a direct screening of the aspirations of the community.

CONCLUSION

The quality of service for a Trading Business Permit at the Office of Investment, One Stop Service and Manpower (DPMPTSP-Naker) in Hulu Sungai Utara Regency, which so far is the lack of response from officers to applicants. Speed and accuracy are also still lacking in accuracy. The officer did not explain the procedures that must be taken care of in making a Trading Business Permit. The limitations of the existing personnel to operate the computer because of the number of employees who are not in accordance with the community as people who need to be served. The inhibiting factor in making SIUP services for people who have implemented and obtained a Trading Business Permit in Hulu Sungai Utara Regency from the implementation of these services is seen from the problems that occur in terms of the existing facilities at the service place and also the number of service personnel is still lacking so there needs to be repairs so that all can be served. In addition, in terms of applicants who are still less educated, they do not get clear information about the management of the Trading Business Permit.

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