JIKAP
Jurnal Informasi dan Komunikasi Administrasi Perkantoran
Vol. 9, No.3, Tahun 2025
Hlm. 272

Customer service procedures through the MPP digital application at DPMPTSP Surakarta City

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Abstrak

Prosedur pelayanan pelanggan melalui aplikasi MPP Digital pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Surakarta merupakan inovasi yang bertujuan untuk meningkatkan efisiensi, transparansi, dan aksesibilitas dalam proses pelayanan publik, khususnya di bidang perizinan. Penelitian ini bertujuan untuk menganalisis prosedur pelayanan pelanggan yang diterapkan melalui aplikasi Mal Pelayanan Publik (MPP) Digital dalam pengajuan Surat Izin Praktik (SIP) bagi tenaga kesehatan di Kota Surakarta. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan observasi partisipatif dan wawancara kepada petugas DPMPTSP.Teknik analisis data yang digunakan yaitu reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa aplikasi MPP Digital telah mempercepat proses pengajuan SIP yang sebelumnya memakan waktu lama melalui interaksi tatap muka, kini dapat dilakukan secara online. Data tahun 2024 menunjukkan dari total 2.330 permohonan yang diajukan, sebanyak 1.402 permohonan berhasil diterbitkan, dengan waktu yang relatif singkat menunjukkan keberhasilan aplikasi MPP Digital dalam proses pelayanan. Meskipun demikian, terdapat beberapa kendala teknis yang dihadapi seperti kelengkapan data dan masalah sinkronisasi sistem dengan pusat yang menghambat kelancaran pelayanan. Oleh karena itu, diperlukan perbaikan dalam aspek teknis dan peningkatan sosialisasi kepada pengguna untuk memaksimalkan manfaat aplikasi ini dalam meningkatkan pelayanan publik.

Kata kunci : digitalisasi; pelayanan publik; surat izin praktik

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Citation in APA style: Kusumawardhani, A., Dirgatama, C.H.A., Saputra, B.A., R.R, M.D.S., & Jatmiko, R. (2025). Customer service procedures through the MPP digital application at DPMPTSP Surakarta City. *Jurnal Informasi dan Komunikasi Administrasi Perkantoran, 9*(3), 272-279. https://dx.doi.org/10.20961/jikap.v9i3.101865

Abstract

The customer service procedures implemented through the MPP Digital application at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Surakarta City represent a significant innovation designed to enhance efficiency, transparency, and accessibility in public service delivery, particularly within the licensing sector. This study analyzed the customer service procedures implemented through the Public Service Mall (MPP) Digital application for Practice License (SIP) submissions by healthcare professionals in Surakarta City. A qualitative descriptive approach was employed, incorporating participatory observation and semi-structured interviews with DPMPTSP officers. Data analysis utilized the Miles and Huberman model, encompassing data reduction, data presentation, and conclusion drawing. Results demonstrated that the MPP Digital application significantly accelerated the SIP submission process, transforming a previously time-intensive face-to-face procedure into an efficient online system. Data from 2024 revealed that among 2,330 submitted applications, 1,402 permits were successfully issued within relatively short processing times, demonstrating the application's effectiveness in service delivery. However, several technical challenges emerged, including data completeness issues and system synchronization problems with central databases, which hindered smooth service provision. Therefore, technical improvements and enhanced user socialization are necessary to maximize the application's benefits in public service enhancement.

Keywords : digitalization; public service; practice license

Received May 05, 2025; Revised May 19, 2025; Accepted May 28, 2025; Published Online May 02, 2025

https://dx.doi.org/10.20961/jikap.v9i3.101865

Introduction

Indonesia's conventional public service processes have historically imposed significant administrative burdens on citizens, creating complex procedural challenges (Supratman et al., 2023). These complications typically manifest as prolonged processing times, extensive verification procedures, and substantial documentation requirements that necessitate direct physical interaction, resulting in highly complex situations for service users (Sani, 2017). Public service encompasses a series of activities implemented by government institutions or related agencies to fulfill society's basic needs through the provision of goods, services, or administrative assistance (Dewi & Suparno, 2022). The public service process includes the provision of goods such as electricity or clean water, health and education services, and administrative services including identity card issuance and business permits (Rohman et al., 2021).

According to the Republic of Indonesia Ombudsman (2023), which oversees public services in accordance with Article 35 of Law Number 25 of 2009, assessments of government administration at the ministry/agency level, provincial governments, and district/city governments nationwide were conducted. The evaluation of 586 institutions in 2022 revealed that 52.96% of institutions operated within the green zone, with 272 institutions (46.62%) in the green zone, 250 institutions (42.66%) in the yellow zone, and 64 institutions (10.92%) in the red zone.

Based on public service provider institution data across these three zones, the green zone demonstrated the highest percentage. This indicates that digital technology development has become a significant driving factor in public service transformation (Bangsawan, 2023). Digitalization through application usage in service processes aims to enhance efficiency, transparency, and

accessibility for business communities (Supriadi et al., 2023). Previously time-consuming digital application processes can be simplified, enabling online permit or service submissions.

One implementation of licensing service digitalization in Surakarta City involves the MPP Digital application developed by the Investment and One-Stop Integrated Service Office (DPMPTSP). The MPP Digital Application offers several services, including Practice License Applications, Pension Services (Taspen), and Complaints. However, pension services and complaints within the MPP Digital Application remain under development, making Practice License applications for healthcare professionals the primary accessible service. This system enables healthcare professionals to submit permits easily and quickly through a digital platform (Meranggi, 2024), addressing digital era challenges that demand speed, efficiency, and transparency in public service delivery (Idris, 2020). The following tables provide an overview of Practice License applications submitted through the MPP Digital application in 2024.

Table 1 presents applicant numbers for Practice Licenses through the MPP Digital application from March to September 2024. May recorded the highest number of applicants with 680 registrants, while March showed the lowest with 73 applicants. The total applicant counts during this period reached 2,330 individuals, reflecting public enthusiasm for utilizing digital services in licensing processes.

Table 1
Practice License Applications Through MPP Digital Application at DPMPTSP in 2024

Month	Number of Applicants
March	73
April	124
May	680
June	550
July	420
August	300
September	183
Total	**2330**

Source: MPP Digital Staff Admin Website, Investment and One-Stop Integrated Service Office, Surakarta City, 2024

Table 2
Practice License Application Status Through MPP Digital Application at DPMPTSP in 2024

Status	Number
Applications	2330
In Process	29
Rejected	612
Cancelled	286
Issued	1402

Source: MPP Digital Staff Admin Website, Investment and One-Stop Integrated Service Office, Surakarta City, 2024

Table 2 provides detailed information regarding Practice License application statuses submitted through the MPP Digital application. Among 2,330 total applications, 1,402 applications were successfully issued, while 612 applications were rejected and 286 were cancelled. With only 29 applications remaining in process, this demonstrates that the MPP Digital application can accelerate submission processes and enhance public satisfaction with public services. The MPP

Digital application offers innovative solutions for expediting licensing service processes. Through user-friendly features, citizens can access required services anytime and anywhere without visiting offices (Aristeus, 2017). Based on this exposition, to further understand the practice license application process through the MPP Digital application as a subsystem of government institutional accountability, this research was conducted entitled "Customer Service Procedures Using the MPP Digital Application at the Investment and One-Stop Integrated Service Office of Surakarta City."

Methodology

This research was conducted at the Investment and One-Stop Integrated Service Office of Surakarta City over three months. The study employed a qualitative descriptive approach. Qualitative descriptive research involves analyzing data in the form of words, images, or other objects to understand meaning and deepen understanding of researchers' experiences regarding investigated phenomena (Gunawan, 2022). Observations were conducted from October to December 2024, lasting 2-3 hours daily from Monday through Friday. Through direct involvement, researchers gained deeper situational understanding by directly experiencing subject activities. Participant observation represents an observational method involving engagement with daily activities of observed individuals who serve as data sources (Sejati, 2019). Participant observation at the Investment and One-Stop Integrated Service Office of Surakarta City, focusing on MPP Digital application standard operating procedures, yielded important research data.

Data collection techniques constitute stages in obtaining necessary data through various collection methods (Ardiansyah et al., 2023). Data collection techniques were implemented through observations accompanied by recording conditions or behaviors of observed objects (Hasibuan et al., 2023). Involved subjects were selected based on interaction intensity with research-related objects or data. Data collection employed interview techniques. Interviews, as interpersonal communication forms, involve two individuals in question-and-answer conversations, where interview success depends on the extent to which desired information can be obtained (Widiastuti et al., 2018).

Semi-structured interviews were conducted with three informants: one verifier from personnel and organizational sub-coordinator staff and two employees from the MPP Digital service section of Surakarta City. These positions' duties and functions relate directly to MPP Digital application standard operating procedures at the Investment and One-Stop Integrated Service Office of Surakarta City. Semi-structured interviews aim to identify problems more openly by requesting informants to express opinions and ideas (Sugiyono, as cited in Kusuma & Sutanto, 2019). Key questions addressed procedures in MPP Digital customer service, particularly for Practice Licenses, service-related policies and procedures, and roles of related positions.

According to Nurfajriani et al. (2024), researchers use triangulation to test data credibility by checking data obtained from identical sources using different collection techniques. For example, observational data results are verified through interviews. Authors employed source triangulation in data collection to verify data and information validity from various perspectives. Researchers minimized ambiguity and multiple meanings during data collection and analysis (Alfansyur, 2020). Researchers presented several different data sources: interviews, observations, and documentation. Collecting different data sources can enhance research result generalization and reduce potential errors in single data collection.

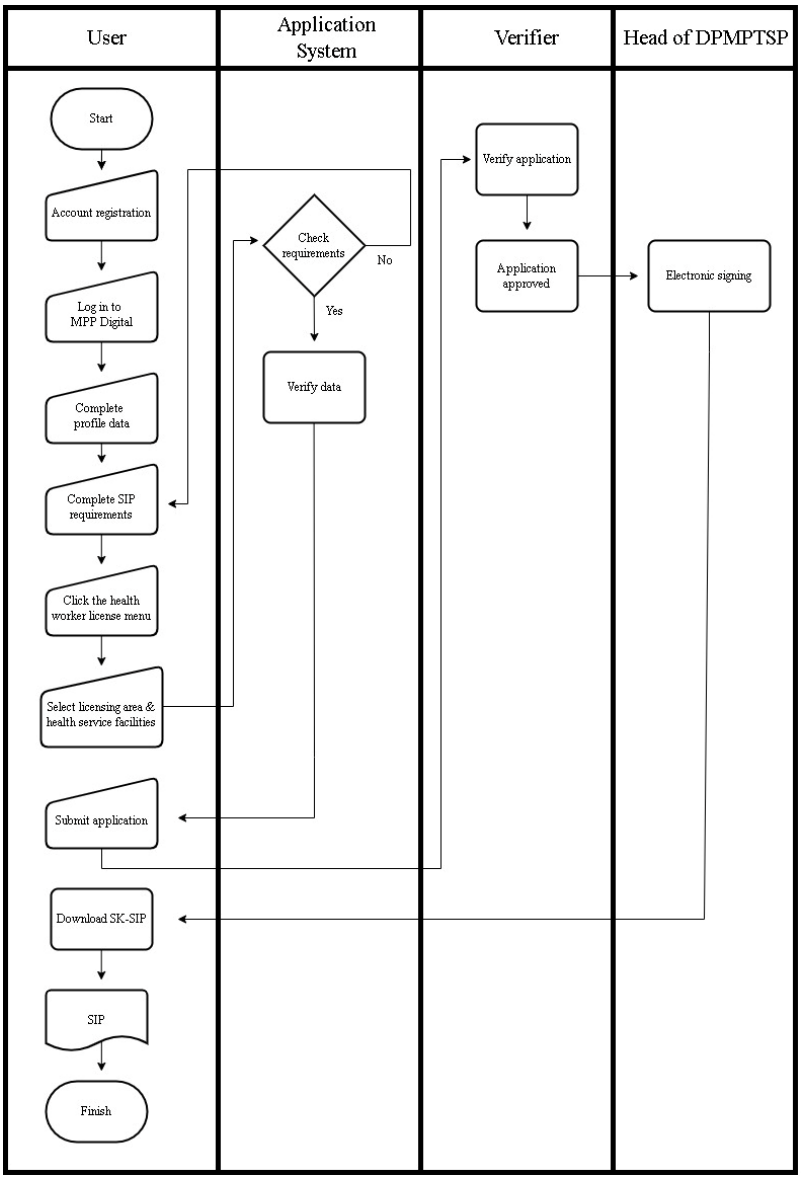
In this research (Rijali, 2019), obtained data were analyzed using qualitative data analysis techniques with the Miles and Huberman model, including: (1) Data Reduction, involving selecting and summarizing relevant data from interview results, observations, and documentation. Data not directly related to research focus were eliminated or simplified for easier comprehension. (2) Data Presentation, where reduced data were presented in narrative, tabular, or schematic forms to facilitate analysis. This presentation provided systematic overviews of customer service procedure implementation, challenges faced by MPP Digital Surakarta City, and implemented policy effectiveness. (3) Conclusion Drawing, where after data presentation, the next step involved interpreting findings to draw conclusions. Conclusions were based on patterns, relationships, and tendencies discovered in data, subsequently connected to applicable theories and regulations.

Results and Discussion

This research found that throughout 2024, a total of 2,330 Practice License (SIP) applications were submitted through the MPP Digital application at DPMPTSP Surakarta City. Among these applications, 1,402 applications were successfully issued, 612 applications were rejected, 286 applications were cancelled, and 29 applications remained in process. The SIP application process through this application demonstrated significant acceleration compared to conventional mechanisms requiring face-to-face interaction.

The Practice License (SIP) application process for healthcare professionals is conducted digitally through the Public Service Mall (MPP) Digital application. Each stage in the application flow is designed to ensure data and document authenticity submitted by applicants. Detailed explanations of each stage are depicted on figure 1.

Figure 1
Flowchart of SIP Application Procedure to SIP Issuance



Source: MPPD Manual Book - General Public (2024)

Process Initiation

Users begin the SIP application process officially through the MPP Digital system as the initial account registration step. The Practice License (SIP) application process for healthcare professionals begins with account registration, where users create accounts by completing basic data including name, email, telephone number, and password for system identification purposes. After registration, users proceed to authentication (login) using created credentials. Subsequently, users must complete profile data, including personal and professional information serving as the basis for application eligibility verification.

The next stage involves uploading required documents, where users upload various mandated documents such as recommendation letters and competency certificates according to applicable regulations. After data and documents are declared complete, users can access the "Healthcare Professional License" menu to proceed to the SIP application form. Users then determine practice areas and healthcare facilities as official practice implementation locations.

During the application submission stage, users submit SIP applications through the "submit" button after ensuring all data and documents are complete. The system automatically performs requirement checks, and if deficiencies are found, users are requested to make corrections. The system also conducts initial data verification, checking information accuracy filled by users before forwarding to manual verification stages by verification officers. Verifiers ensure document authenticity submitted according to applicable provisions before approving applications.

If applications are deemed appropriate, applications enter the approval stage, where SIP documents are validated through electronic signatures by the Head of Investment and One-Stop Integrated Service Office (DPMPTSP). After signing, users can download SIP Decision Letters (SK-SIP) as official proof that practice licenses have been granted. With valid SK-SIP, users obtain SIP ownership rights and can conduct practice according to determined professions and areas. This process concludes when all stages have been completed, and users now possess official licenses to practice at designated healthcare facilities.

Application success does not always depend on offered technological innovations but also on supporting operational ecosystems. Technical factors, data management, and policy communication become important elements that must be optimally managed to ensure positive user experiences. In practice, various situations demonstrate that although this application provides convenience for society, certain aspects require continuous improvement to achieve more effective services. The following are several constraints of the MPP Digital application at DPMPTSP Surakarta City:

1. Central System Influence

Data validation processes such as healthcare service facilities, Professional Credit Units (SKP), and competency certificates (serkom) heavily depend on synchronization with the SATUSEHAT system managed centrally. This dependency frequently becomes a constraint, particularly when policy changes occur or central system instability is slowly disseminated. This can hinder MPP Digital services, including technical problems such as users experiencing difficulties receiving OTP for login or password recovery.

2. Inadequate SKP

Users frequently face Practice License (SIP) application rejections due to insufficient SKP points. User SKP data are retrieved from central data sources such as SATUSEHAT and SISDNK accessed through Ministry of Health applications. This dependence on central systems forces users to await data updates that can only be performed by central authorities, creating unfairness for users who must wait extended periods to complete applications.

3. Insufficient Socialization and Information

Limited guidance within the MPP Digital application represents a frequently complained constraint by users. Unclear guidance causes many users confusion in accessing required information. Additionally, minimal policy socialization and helpdesk responses cause users to prefer direct inquiries rather than seeking independent information.

Conclusion

The MPP Digital application at DPMPTSP Surakarta City has introduced innovation in public service by prioritizing efficiency, transparency, and accountability, evidenced by permit application process speed, cost-free services, and implementer competency aligned with Law No. 25 of 2009. This research found that the application successfully enhanced access convenience, transparency, and accountability but still possesses limitations including technical infrastructure requiring improvement, suboptimal supporting regulations, and limited human resource capacity. To achieve more optimal services, technical infrastructure improvements, regulations, and human resource competency enhancement are essential for MPP Digital to become an effective public service digital transformation model. This research limitation focuses more heavily on application technical aspects, policies, regulations, and internal management, while customer or public user experiences have not been discussed.

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