

Public Service Innovation at Regency Public Service Malls South Lampung

Tiyas Apriza¹, Chairian Tomy²

¹Universitas Indonesia Mandiri, Lampung, Indonesia

²Universitas Indonesia Mandiri, Lampung, Indonesia

Article Info

Article history:

Received January 6, 2025

Revised January 10, 2025

Accepted January 24,
2025

Keywords:

Innovation

Management public
Service

ABSTRACT

In an effort to streamline public services and increase their efficiency, South Lampung Regency formally introduces the Public Service Mall. This Public Service Mall is located near officially opened on Monday, December 5, 2023, by the Menpan RB. The public management theory employed in this study refers to a set of procedures, policies, and initiatives meant to effectively and efficiently manage public resources. Aspects of the public sector include funds, personnel, infrastructure, data, and other types of government-owned assets. Public management's primary objective is to allocate and coordinate these resources as efficiently as possible to meet the many demands of society and have a positive impact on it. The methodology used in this study is qualitative. Researchers start their investigations. This is accomplished through observation, which is followed by support and interviews, with supporting documentation. Using purposive sampling, the researchers identified 5 informants, 4 support informants and 1 key informant. The infrastructure and amenities offered by South Lampung Regency Public Services' malls are highly comprehensive. There appear to be existing amenities for those with disabilities (road obstacles), a lactation area, a playground, and a reading nook.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Tiyas Apriza

Universitas Indonesia Mandiri, Lampung, Indonesia

Email: tiyasapriza@uimandiri.ac.id

1. INTRODUCTION

The government has worked to improve public services in recent years in an effort to make them more user-friendly. For government organizations, this is crucial. Deliver quality service since it will enable them to perform successfully; but, if they deliver subpar

service, it may be harmful to them. According to the Preamble to the 1945 Constitution of the Republic of Indonesia, enhancing general welfare has been the primary objective of all nations, including Indonesia. Two of the four state objectives protecting the entire Indonesian nation and all of its bloodshed and advancing general welfare (UUD 1945).

Since 1998, when the decentralized system was established and Law Number 23 of 2014 concerning regional autonomy was promulgated, there have been significant changes in the evolution of the Indonesian government system. According to Law No. 23 of 2014, decentralization is the transfer of responsibilities from the central government to autonomous regions based on the principle of autonomy. The Indonesian government and administration structure has undergone numerous modifications. The public frequently has negative opinions of municipal governments in particular because of their complicated standards and lengthy service times. In order to provide exceptional service, the government, through the Ministry of State Empowerment and Bureaucratic Reform (KEMENPAN-RB), has developed one of the newest innovations: the implementation of Permenpan RB No.23 of the Year 2017 about the Implementation of Public Service Malls (MPP).

In addition to services for regional and privately owned businesses, the Public Service Mall is a location for administration or activities related to providing public services in the form of goods, services, and services administration, which is an extension of integrated service functions both central and regional. Delivering quick, reasonably priced, secure, and cozy services. By making doing business in Indonesia easier, the Public Service Mall's design may be able to address the issues of rising global competitiveness and demands for the best government service. The Center's Presence Public service reform in Indonesia indicates that the government is working to raise the standard of public services in order to make them easier and more inexpensive in indonesia.

Enhancing community welfare and providing better services to the community require innovation. Officially, South Lampung Regency introducing the Public Service Mall to streamline and simplify public services and increase their efficiency and speed. On Monday, May 12, 2023, the Menpan RB South Lampung Regency officially opened this public service mall. Researchers attempted to examine public service innovation in the South Lampung Regency Public Service Mall through this study.

2. LITERATURE REVIEW

The term "public management" describes the effective and efficient administration and management of public resources as well as the provision of public services to satisfy community requirements. Comprises coordinating, arranging, carrying out, and managing finances and other resources, as well as assessing public policies, with the goal of enhancing community welfare and services. To guarantee that the interests of society are taken into consideration in every policy that is created and put into effect, public management also entails accountability, openness, and public participation in the decision-making process. Public management's primary objective is to allocate and coordinate these resources as efficiently as possible to satisfy the needs of a varied community and have a positive social impact (Wijaya & Danar, 2014). To be more specific, the primary goals of public management are as follows:

1. Quality Public Services: delivering timely, efficient, and effective services to the community.

2. Good Resource Management: Effectively managing public resources, including funds, staff, and infrastructure, to help public organizations achieve their objectives. captured
3. Transparency and Accountability: Make sure that the government or public institution is accountable to the community and relevant parties for its choices and activities.
4. Improving Community Welfare: Raising living standards and providing sufficient public services to meet basic requirements will improve society's quality of life.
5. Effectiveness of Public Policy: Creating and executing public policies that are efficient and sensitive to the demands and circumstances of social and economic growth in the community.
6. Community engagement: To guarantee that the needs and interests of society are better represented, promote active community engagement in the decision-making process.
7. Innovation and Continuous Improvement: To raise the effectiveness and performance of public organizations, apply best management techniques and never stop innovating.

By accomplishing these objectives, public management should guarantee sound and effective governance, internal innovation, and a major positive impact on society. The creation and use of novel concepts, techniques, or strategies that result in improvements to the way public services or policies are implemented are referred to as public management. Information technology, administrative procedures, public policy, and community services are just a few of the domains where innovation might occur. Innovation in public administration is associated with a number of significant points. a) Creation of New Solutions: Innovation is the process of coming up with or generating fresh approaches to issues or challenges encountered when putting public services into practice. b) Efficiency Gains: Innovation can result in more effective use of resources, including money and staff, thereby improving quality of services provided to the community. c) New Technology Use: Using new technology or repurposing old technology in novel ways might enhance public organizations' capacity to deliver more efficient and superior service. d) Community Participation: New approaches to boosting community involvement and participation in public program decision-making or implementation can also be considered innovations. e) Greater Responsiveness: By creating new methods to hear and act upon public input, innovation can increase government responsiveness to societal demands and expectations. f) Adaptation to Change: Innovation enables public institutions and the government to adjust to social, political, and economic shifts in the external environment. g) Experimentation and Learning: A common strategy for innovation in public administration is experimentation and learning, where new ideas are tested try it in stages before implementing it more widely.

In public administration, innovation encompasses both developing new ideas and refining current approaches to produce better results for society at large.

As a continuation of the role of integrated services both centrally and locally, the Public Service Mall is a location where public services for goods, services, and/or service management are provided. as well as services for State-Owned Enterprises, Regional Enterprises, and Private Enterprises in order to offer quick, simple, economical, secure, and comfortable services. Public Service Malls (MPP) are actual buildings or service hubs created to offer a range of public services in one place. MPP seeks to increase community service delivery efficiency and accessibility. For instance, in Lampung Selatan. One of the government's initiatives to offer a range of administrative services at one location and make it simpler for consumers to handle different administrative needs such as KTP, Birth Certificates, business permits, and so on without having to visit many place.

Implementing licensing and non-licensing activities through the provision of One Stop Integrated Services involves a management procedure that starts with the application

stage and ends with the document issuance stage in a single location. One Stop Integrated Services simplifies services by granting the Head of PTSP delegation authority to sign incoming permits. Reducing the time, steps, and expenses associated with giving permissions and non-licensing is an attempt to simplify services. Granting legitimacy to an individual or actor for specific enterprises or activities through the issuance of permits or company registration certificates is known as licensing. It is anticipated that One Stop Integrated Services (PTSP) will be able to do this by cutting down on the expenses and time required to process permits. The outcome is that licensing services are more effective, easier and cheaper.

3. METHOD

Qualitative research is the methodology employed in this study. Sugiyono (2017: 9) asserts that qualitative research methodologies are grounded in postpositivist philosophy. Utilized to investigate an object's natural state, as opposed to an experiment in which the researcher serves as the primary tool, Triangulation (combination) was used for data gathering, inductive and qualitative analysis were used for analysis, and the focus of qualitative research findings is on meaning rather than generalizations. This approach was selected in order to appropriately show facts in line with the actual situation on the ground.

This research will be carried out at the Regency Public Service Mall South Lampung which is located in Kalianda District, South Lampung Regency in November 2024 to January 2025.

Sugiyono (2017:39) defines the research object as a quality, characteristic, or value of a person, thing, or activity that has specific variations that researchers use to examine and then The conclusion is reached. The South Lampung Regency Public Service Mall serves as the research object in this study. Arikunto (2010:88) proposes that the object, thing, or person from which the data is gathered for inherent variables and at issue is the research subject. An informant is the term used to describe the research subject in qualitative studies. Informants working at the South Lampung Regency Public Service Mall are the research subjects. Source 5 participants made up the study's primary data. The first is the South Lampung Regency General Civil Service Head of Subdivision. The second is PTSP staff. Which third is Dispendukcapil Staff. The fourth is Bapenda Staff and the last one is Social Service staff. The secondary data source in this research is in the form of a profile of the Public Service Mall where this research was conducted. Besides that Secondary data sources also come from the internet.

Sugiyono (2017:245) asserts that data analysis in qualitative research is done three times: before, during, and after fieldwork. Consequently, the information was gathered from the study site through documentation, interviews, and observation, which are then examined and written up. The study of qualitative data is inductive in nature, meaning that field data is used to draw conclusions rather than validate theories. Researchers employed a form of source triangulation in their investigation. Comparing information from interviews with different study subjects is how the triangulation technique sources are carried out. prolong the observation period, increase the level of data confidence that is gathered, examine and evaluate responder data, and also develop the trust of the respondents towards the researcher and also self-confidence.

4. RESULTS AND DISCUSSION

A component of the Dinas Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Lampung Selatan is the Mal Pelayanan Publik. Mal Pelayanan Publik is generally located at Kalianda, Kec. Kalianda, Kabupaten Lampung Selatan, Lampung. Mal Pelayanan

Kabupaten Lampung Selatan is an organization that has a responsibility to carry out various forms of community service, such as community document guidance. Among the services offered by Mal Pelayanan Kabupaten Lampung Selatan are the following: PTSP, PU Bina Marga, SDA, Dinas Perumahan Rakyat Kawasan Permukiman dan Cipta Karya, Dinas Lingkungan Hidup, Dinas Sosial, Dispenduk, Dinas Ketenagakerjaan, Dinas Kesehatan, Dispendik, Diskominfo, DP3AKB, Bapenda, and Perumdam Tirta Pandhalungan, all of which provide assistance to the general public.

The South Lampung Regency Public Service Mall's vision, mission, and motto are:

Vision: Towards Investment-Friendly Service-Friendly South Lampung

Mission: Easily, swiftly, openly, and responsibly provide public services to the community while contributing fully to the advancement of investments in South Lampung Regency, Lampung Province, Indonesia, and even the global community.

Motto: Smile, Friendly, Easy, Fast, and Transparent (SMART)

The South Lampung Regent's Regulation NO.18 of 2022 provides the legal foundation for the establishment of public service malls in the regency. This takes into account that in order to satisfy community expectations and demands about the quality of public services, regional governments must deliver public services in an integrated and sustainable manner. Numerous services, including processing official documents, paying taxes, licensing, health, education, and many more, are available in the South Lampung Regency Public Service Mall. In addition to improving openness and efficiency in the delivery of public services, this will make it more pleasant for citizens to satisfy their administrative and government service needs.

Naturally, this can also lessen the amount of time required to handle different governmental requirements and bureaucracy. The Public Service Mall's existence is intended to give the general public speed, cost, convenience, security, and comfort when getting services. In addition, to make doing business in Indonesia easier and boost global competitiveness. The South Lampung Regency Government came up with the idea for the Public Service Mall with the goal of making it simpler and more comfortable for the community to access the many public services that are offered. Similar to the idea of a shopping center (mall), this is a site where different government agencies and public service groups can congregate in one physical area so that citizens can more easily access a variety of government and non-government services. Service malls are a recent development that differs from those that are commonly utilized by the general public. Innovation in public services refers to the application of technology to enhance public services through innovative ideas and the development of new organizational structures, processes, and methodologies that have improved service quality. In this sense, innovation in public services can be demonstrated through performance accomplishments or the advancement of previously developed inventions rather than requiring someone to invent new things. Innovation always produces new things that set them apart from the competition, but it also works well with existing technologies.

It has indeed been at the Multipurpose Building for a long time, according to the findings of an interview with the Head of General Civil Service Subdivision, South Lampung Regency. Following a directive from the delegation of authority, the MPP was assigned to PTSP. Ultimately, we attempted to implement the Ministry of Administrative and Bureaucratic Reform's directive. The regional secretariat organization is inextricably linked to MPP. The effectiveness of services is positively impacted by government innovations. In order to provide efficient public services, new developments or updates are constantly being implemented. New innovations that can be used to public services within the government include digital technology and updates in the form of public service malls. The South Lampung Regency government, for example, is working to improve public

services through the South Lampung Regency Service Mall. Because you don't need to visit other agencies, this MPP can be considered successful. People can handle administration more easily because MPP is comprehensive with current renters.

The infrastructure and amenities offered at the South Lampung Regency Public Service Mall are fairly comprehensive. For example, the presence of a lactation area, a playground, a reading nook, and road obstacles for individuals with impairments. Additionally, the South Lampung Regency Government has made every effort to offer its citizens high-quality services. In addition to offering public services that better serve the population, the government of Indonesia is still working to modernize its bureaucracy and make it more flexible. The development of a unique MPP application should be able to incorporate digital literacy, the use of simple and inexpensive information technology, service standardization, and cross-sector service business processes.

5. CONCLUSION

A public service innovation that unifies several services in one location is the Public Service Mall. MPP for South Lampung District provide services to the government, an organization, or a business 20 owned by the country's agency (BUMN), a regionally owned firm (BUMD), or a private or professional association with Dinsos, Bapenda, and Dispendukcapil offer the most services. For the residents of South Lampung, Mall Public Services is a novel concept. The government of South Lampung Regency used this innovation to stay up to date with contemporary trends. The South Lampung Regency Government came up with the idea for the Public Service Mall, a facility that would make it simpler and more comfortable for the community to access a range of public services. The infrastructure and amenities offered at the Public Service Mall South Lampung Regency. Such as the existence of facilities for people with disabilities (impediments for road), lactation room, Play ground, Reading corner.

ACKNOWLEDGEMENTS

Thank you to all parties who have provided support and contributions in the process of preparing and completing this research.

REFERENCES

- Avin. (2023). *Presence of Public Service Malls in Various Regions in Indonesia*. <https://www.kompasiana.com/avin51692/654f2b65ee794a319c6c2b42/presence-of-public-service-malls-in-various-regions-in> Indonesia
- Fadli, Zul. (2023). *Basics of Public Management*. Get Press Indonesia.
- Ida, Yunari. (2020). *Public Service Management at Public Service Malls in Sumedang Regency, West Java Province*. Vol.11, No.02, 2020. Institute of Domestic Government (IPDN)
- Indonesia, South Lampung Regent Regulation Number 18. (2022). *Regional Government Regulation Republic of Indonesia*.
- Muharram, Riki, Satria. (2019). *Public Service Innovation in Facing Era of Industrial Revolution 4.0 in Bandung City*. Vol.01, No.1, 2019. Department of Public Administration Science.
- Nurvadila, Malia. (2021). *Public Service Mall Innovation in Banda Aceh City*. Program Public Administration Studies, Faculty of Social and Natural Sciences UIN Ar-Raniry government.

- Reynaldi. (2023). *South Lampung Regency Government Launches MPP to Optimize Services to the People*. <https://www.rri.co.id/lamsel/region/432999/pemkab-lamsel-launching-mpp-to-optimize-servicesto-society>.
- Sugiyono. (2017). *Quantitative, Qualitative and R&D research methods*. Bandung. Alfabet
- Zumrotun. (2023). *South Lampung Regent Inaugurates Public Service Mall with 238 Types Service*. <https://www.antaranews.com/berita/3810327/bupatijember-inaugurates-public-services-mall-with-238-typesservice#:~:text=Then%2013%20device%20region%20in,DP3AKB%2C%20Bapenda%2C%20dan%20Perumdam%20Tirta>
- Zumrotun. (2023). *Blurry Portrait of South Lampung Administration Services*. <https://www.antaranews.com/berita/774048/potret-buramJember-administration-services>