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Analysis of Accountability in Increasing Community Satisfaction and Level of Investment Participation Amount of Capital Entering North Penajam Paser Regency

Muhammad Syarip ¹, Hasniaty ², Muliyadi Hamid ³

^{1,2,3} Fajar University, Makassar

Abstract

This research aims to identify accountability practices implemented by the Department of Investment and One Stop Integrated Services (DPMPTSP) North Penajam Paser Regency (PPU) and their relationship with community satisfaction with services and the level of investment participation, which is measured by the amount of capital entering the area. This research explores how accountability in public services can influence community satisfaction and the extent to which such accountability practices contribute to increased investment in PPU districts.

The research method used was a qualitative approach with in-depth interviews with a number of key informants, including the head of the DPMPTSP, the head of the service sector, and the head of the complaints section. Data was collected through interviews, observations, and documentation studies related to accountability practices, complaint management systems, and mechanisms for improving service quality and investment. Data analysis was carried out using interactive model analysis techniques.

The research results show that the accountability practices carried out by DPMPTSP Kab. PPU, such as the application of information technology, employee training, and an effective complaint management system, has a positive impact on community satisfaction. The community feels more satisfied with the transparency and ease of accessing services, which in turn increases investment participation in the area. The application of good accountability principles contributes to increasing the amount of incoming capital and makes a significant contribution to local economic development. This research underscores the importance of implementing consistent accountability practices in improving the quality of public services and attracting investment.

Keywords: Accountability, Community Satisfaction, Level of Investment Participation

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⊠Corresponding author:

Email Address: nitahasniaty @gmail.com

INTRODUCTION

This research focuses on the importance of good governance in improving the quality of public services, especially in the North Penajam Paser Regency Investment and One Stop Services Service (DPMPTSP). DPMPTSP plays a vital role in supporting investment and economic growth in the area which is now designated as the National Capital. Implementation of the One Stop Integrated Service concept aims to simplify administrative processes, create a conducive environment for investment, and improve the quality of public services. This success can be seen from the consistent increase in the Community Satisfaction Index (IKM) in the last three years,

reflecting DPMPTSP's commitment to improving service quality, including through the implementation of the SIPESAN system (Serambi Nusantara Business Non-Licensing System), which digitizes non-licensing services to increase transparency and efficiency.

However, despite positive achievements, DPMPTSP still faces challenges in the aspects of accountability and information disclosure. An evaluation from the Ministry of State Apparatus Empowerment and Bureaucratic Reform in 2022 revealed that DPMPTSP has not been optimal in providing services outside working hours, which can hinder maximum service for the community and investors. The lack of regulations regarding services outside of working days shows that there are weaknesses in the application of good governance principles, especially accountability.

Previous research by Febliany, Fitriyah, and Paselle (2014) showed that the successful implementation of One Stop Integrated Services had a significant impact on increasing investor and public confidence in local government. In addition, research by Harsini (2018) emphasizes the importance of government responsiveness in responding to increasing societal demands accompanied by increasing levels of knowledge and education. Meanwhile, Rondonuwu, Lapian, and Kairupan (2017) stated that accountability is one of the main indicators in realizing good governance, which also has a direct impact on the quality of public services.

In this context, this research aims to conduct an in-depth analysis of the level of information openness and accountability in the DPMPTSP of North Penajam Paser Regency. Through this analysis, it is hoped that effective recommendations and solutions can be produced for DPMPTSP to improve performance and services to the community and support economic growth in the region. Thus, this research can contribute to providing a better understanding of the importance of good governance in improving the quality of public services in the modern era.

Relationship Between Variables

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This research explores the relationship between good governance, accountability, information openness, and the quality of public services in the context of the North Penajam Paser Regency Investment and One-Stop Integrated Services Service (DPMPTSP). Good governance acts as the main foundation that encourages the implementation of accountability in the delivery of public services. Accountability, as one of the core principles of good governance, ensures that all actions and policies taken by the government can be accounted for transparently to the public. In this research, accountability in DPMPTSP plays an important role in maintaining integrity and increasing public and investor confidence in the services provided.

Good accountability directly correlates with improving the quality of public services. Research by Febliany, Fitriyah, and Paselle (2014) shows that the successful implementation of One Stop Integrated Services has a great influence on increasing investor confidence in local governments. When accountability is implemented effectively, the public and investors can experience transparency in the licensing and investment process. This not only increases positive perceptions of public services but also contributes to increasing the Community Satisfaction Index (IKM), as can be seen from the DPMPTSP achievements in recent years.

In addition, the high quality of public services attracts more investment to North Penajam Paser Regency. Investors tend to choose regions that offer efficient, transparent and uncomplicated administrative processes. In line with research by Harsini (2018), which emphasizes the importance of government responsiveness in facing increasing public demands, this research shows that the quality of public services is a key variable that influences investment flows, which ultimately have an impact on regional economic growth.

Information disclosure is also a crucial element in strengthening accountability in DPMPTSP. By providing transparent access to information, DPMPTSP can build public trust and ensure that licensing and administration processes are carried out openly and can be accounted for. Research by Rondonuwu, Lapian, and Kairupan (2017) underlines that accountability and information openness are important indicators in realizing good governance, which has direct implications for the quality of public services.

Information openness not only strengthens accountability, but also has a positive impact on the quality of public services. Communities and investors who have access to clear and open information tend to be more satisfied with the services they receive, which then increases the Community Satisfaction Index (IKM) and strengthens the positive image of DPMPTSP in the eyes of the public.

Overall, this research confirms that good governance forms the foundation for accountability and information transparency, which in turn influences the quality of public services. Improving the quality of public services through accountability and openness of information is a key factor in attracting investment and supporting economic growth in North Penajam Paser Regency. It is hoped that this research can provide effective recommendations for DPMPTSP in improving performance and public services, as well as strengthening relations between the government, community and investors in the area, so that the framework for this research is as follows:

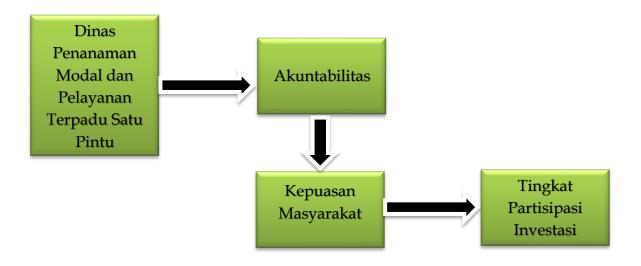


Figure 1: Framework of Thought

METHODOLOGY

This research uses a qualitative descriptive approach. Qualitative research or what is often called a naturalistic research method because the research is carried out in natural conditions (*natural setting*), is called a qualitative research method, because the data collected and the analysis is more qualitative in nature (Sugiyono, 2018) . Furthermore, the research method applied is descriptive research, which focuses on description, analysis and interpretation of existing data to provide a clear picture of the phenomenon or variable being studied (Arikunto, 2013) . The informants in this research were the Head of North Penajam Paser Regency DPMPTSP, Head of the Policy, Complaints and Information Section, Head of the Complaints, Policy, Data and Service Reporting Division, Head of the Licensing and Non-Licensing Service Delivery Division, Investors.

Data Analysis Methods

Data analysis in qualitative research will involve several steps to explore meaning, patterns, and findings that emerge from interviews, observations, and other qualitative data sources. The following are some general steps in qualitative data analysis:

1. Thematic Coding

After the data was collected, thematic coding was carried out. Identify units of information or phrases related to the research topic, such as efficient use of the budget, diversification of income sources, regional independence, and fiscal development. These codes can include key concepts, views, and experiences that emerge in the data.

2. Code Categorization and Classification

Organizing the codes that have been arranged into larger categories or themes. Classify the information into a conceptual framework appropriate to the research objectives.

3. Identify Patterns and Relationships

Identify general patterns or relationships between categories and themes. Then see whether there is a connection between accountability, public services and investors.

4. Deep Investigation

Conduct in-depth investigations of interesting or complex findings. Develop a deeper understanding of the context and significance of the findings.

5. Triangulation

Using triangulation, namely comparing findings from various data sources or data collection methods to validate or support emerging findings.

6. Narrative Composition

Developing a cohesive and contextual narrative that explains qualitative findings. Connect the findings back to the research questions and research objectives.

7. Revision and Reflection

During the analysis process, continuous revision and reflection are carried out. Consider whether the findings are consistent with related literature, whether there are unanticipated patterns, and how the findings may contribute to further understanding.

8. Preparation of Conclusions and Recommendations

Finally, draw up conclusions that describe the main findings and provide policy recommendations or directions for further research if necessary.

RESULTS AND DISCUSSION

1. Accountability Practices

In this research, accountability is measured using four indicators, namely accountability for public service performance, accountability for public service costs and

accountability for public service products. The results of this research show that accountability for public service products in the North Penajam Paser Regency DPMPTSP has been improved through simplifying procedures and appropriate work mechanisms. with the conditions that have been determined. One of the efforts made is the use of information technology to increase service efficiency and transparency. DPMPTSP Kab. PPU continuously develops and updates the Online Single Submission (OSS) system to simplify the investment licensing and monitoring process. In addition, the implementation of E-government by utilizing technology to speed up access to services, including through interactive web portals, as well as the application of the latest technology in administration and service processes, has increased the efficiency and accuracy of public services.

In addition, the implementation of the One-Stop Service policy ensures that all types of permits and related services can be accessed through one service point. This reduces bureaucracy and minimizes the potential for discrimination or unfair treatment. DPMPTSP Kab. PPU also implements clear and standardized Standard Operating Procedures (SOP) for all types of services, including guidelines for service times, fees charged, and stages that must be followed. This SOP is published openly so that the public knows their rights and obligations. With these policies, DPMPTSP Kab. PPU has succeeded in increasing the accountability of public service products, providing easy access, and increasing public trust in the services provided

2. Community Satisfaction with Services

Community satisfaction in the context of this research is measured by indicators 1) Service quality, 2) Responsiveness , 3) availability of resources, 4) transparency and accountability, 5) Community Participation, 6) Equality and Justice 7) Management of Complaints and Feedback.

From the results of the research above, information can be obtained that the quality of service at DPMPTSP North Penajam Paser Regency (PPU Regency) has been improved through various comprehensive and integrated efforts. Head of DPMPTSP Kab. The PPU explained several main initiatives carried out, including supervision of investment, technical guidance (Bimtek) for risk-based business licensing, and implementation of supervision of risk-based business licensing. Apart from that, DPMPTSP Kab. PPU also plays an active role in resolving problems and obstacles faced by investors in carrying out their business activities, as well as providing incentives and facilitating investment. These efforts show the commitment of DPMPTSP Kab. PPU to create a conducive investment climate and increase investor satisfaction through responsive and proactive services.

Apart from that, the Head of Planning, Climate Development, Promotion and Control of Investment Implementation DPMPTSP Kab. PPU added that the pick-up service for service users who require permits is an innovative step to increase access and convenience for the community and business actors. Improving the quality of Human Resources (HR) through ASN participation in various training is also the main focus to ensure professional and competent services. Evaluation of facilities and infrastructure is carried out periodically to ensure that all facilities meet the specified criteria, thereby supporting optimal service delivery. With these various efforts, DPMPTSP Kab. PPU has succeeded in improving the quality of public services, creating a better investment environment, and strengthening public and investor confidence in the services provided.

The results of this research show that an effective mechanism for managing complaints, input or suggestions from the community greatly contributes to improving

services and community satisfaction in DPMPTSP North Penajam Paser Regency (PPU Regency). DPMPTSP Kab. PPU has implemented a structured and systematic complaint and feedback handling process to ensure fast, transparent and effective responses. This process involves several special systems such as the Complaint Management Information System, Integrated Complaints Service (LAPOR), and mobile applications. This system allows efficient recording, tracking and management of complaints, as well as integration of complaint data with other service data for more comprehensive analysis. With this mechanism, DPMPTSP Kab. PPU can ensure that every complaint and input from the public is handled properly and used to continue to improve service quality. The concept put forward by Hasniaty (2023) is to serve consumers as best as possible, starting from listening to their wishes when negotiating to providing the best solutions. If adopted in this research, this concept provides an idea of how agencies provide services by listening to what they want in terms of service to providing the best solutions for the community.

Apart from that, the Head of the Complaints, Policy, Data and Reporting Services Division of DPMPTSP Kab. PPU added that complaints can be submitted through various channels, including the official website, call center, and face-to-face services at the District DPMPTSP office. PPU. The complaint service process is set within a maximum period of 17 days in accordance with service operational standards (SOP). The existence of various complaint channels makes it easier for the public to submit complaints and input, and ensures that each report is followed up quickly and transparently. Thus, DPMPTSP Kab. PPU succeeded in creating a responsive and accountable mechanism in handling public complaints, which in turn increased public trust and satisfaction with the services provided

3. Level of Community Participation in North Penajam Paser Regency

Based on the results of this research, North Penajam Paser Regency DPMPTSP (PPU Regency) has implemented a number of strategic steps to improve the quality of services to investors, with the main aim of ensuring satisfaction and sustainability of investment in the region. Some of the main efforts undertaken include monitoring investment, providing technical guidance (bimtek) related to risk-based licensing, and resolving problems and obstacles faced by investors in carrying out their business activities. Apart from that, DPMPTSP Kab. PPU also provides incentives and convenience in the investment process to create a more conducive and attractive investment environment. With these steps, DPMPTSP Kab. PPU tries to ensure that the investment process runs as expected and supports local economic growth.

Apart from that, DPMPTSP Kab. PPU has integrated technology in its efforts to improve the quality of service to investors. The development and updating of the Online Single Submission (OSS) system is one example of the application of technology which aims to simplify the investment licensing and monitoring process. The implementation of e-government, including the use of interactive web portals, aims to speed up access to services and increase efficiency and accuracy in administration. This technology allows DPMPTSP Kab. PPU to provide faster, transparent and responsive services, which are critical to attracting and retaining investors in the area.

Efforts to monitor and resolve problems faced by investors are an important part of improving service quality. DPMPTSP Kab. PPU is committed to handling any problems that arise during the investment process, including licensing and administrative issues. With a proactive and responsive approach, DPMPTSP Kab. PPU seeks to ensure that any obstacles

can be overcome quickly, which in turn supports the smooth and successful investment. Providing incentives and convenience is also part of the strategy to make the investment process more attractive and reduce obstacles for investors.

Implementation of technology and policies that are well integrated in DPMPTSP Kab. PPU contributes to increasing the level of community investment participation in North Penajam Paser Regency. With a more efficient and transparent system, as well as ease in the licensing process, the public and potential investors feel more confident in investing. This increased service quality encourages higher investment participation, which in turn can attract more investors to contribute to regional economic growth.

CONCLUSION

Based on the results of the research and studies described previously, it can be concluded as follows:

- 1. Accountability practices in the North Penajam Paser Regency Government have a close relationship with the level of community satisfaction, especially investors. Accountability for public service performance, costs and public service products contributes to service quality, responsiveness, resource availability, as well as equality and fairness in services. Transparency and good community participation further strengthen community trust and satisfaction. Therefore, increasing accountability in various aspects of public services can be an effective strategy to increase public satisfaction and attract more investment.
- 2. Increasing accountability in the performance, costs and products of public services in North Penajam Paser Regency plays an important role in attracting investment participation. The increase in investment from 2,000 billion in 2023 to 2,552 billion in 2024 reflects investor confidence in transparency and efficiency in the management of public services. Investors tend to be more interested in investing in regions that demonstrate a commitment to accountability and continuous improvement, which ultimately supports economic growth and strengthens the investment attractiveness of the region

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