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Factor Analysis on the Quality of Licensing Services via Online Single Submission (OSS) for Smes in Semarang Central Java Province

[a] Mary Ismowati; [b] Sujono; [c] Intan Atmanegara
[a b c] Nasional University Jakarta

ABSTRAK

Penelitian ini membahas tentang analisa faktor kualitas pelayanan perizinan OSS bagi UKM yang dilaksanakan oleh Dinas Koperasi dan Usaha Mikro Kota Semarang. Peneliti tertarik mengangkat topik ini karena perijinan OSS adalah upaya memberikan kemudahan perizinan bagi pengembangan usaha UKM, namun ditemukan kekurangan pada proses pengajuan OSS. Penelitian ini bersifat deskriptif kuantitatif dengan menggunakan sumber data primer dan sekunder. Sampel responden diperoleh dengan menggunakan teknik random sampling. Teknik pengumpulan data dengan observasi dan angket. Teknik analisia menggunakan Kaiser Meyer Olkin (KMO). Terdapat 30 atribut pertanyaan yang dikelompokkan menjadi 5 dimensi. Hasil penelitian membentuk 6 faktor baru, dimana faktor yang paling dominan sebesar 45 % terhadap kualitas pelayanan perizinan OSS bagi UMKM adalah kualitas penerapan perizinan OSS, kemudahan penggunaan, fleksibilitas, kemudahan dan kecepatan pelayanan perizinan online. Sedangkan faktor yang mempunyai nilai terkecil sebesar 5,14% adalah tentang ketepatan waktu perizinan. Diharapkan izin bagi UKM dapat diterbitkan tepat waktu sesuai standar waktu.

ABSTRACT

This research discusses factor analysis of the quality of OSS licensing services for SMEs carried out by the Semarang City Cooperatives and Micro Enterprises Service. Researchers are interested in raising this topic because OSS licensing is an effort to provide easier licensing for SME business development, but deficiencies were found in the OSS application process. This research is quantitative and descriptive using primary and secondary data sources. The sample of respondents was obtained using random sampling techniques. Data collection techniques applied observation and questionnaires. The analysis technique uses Kaiser Meyer Olkin (KMO). There are 30 question attributes grouped into 5 dimensions. The research results formed 6 new factors, where the most dominant factor accounting for 45% of the quality of OSS licensing services for MSMEs was the quality of OSS licensing implementation, ease of use, flexibility, comfort, and speed of online licensing services. Meanwhile, the factor with the smallest value of 5.14% is regarding the timeliness of permits. It is hoped that permits for SMEs can be issued on time according to time standards.

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INTRODUCTION

E-Government has become one of the national digital agenda's top priorities. This will result in better service, better management, and more effective and efficient relationships with communities and organizations (Ma & Zheng, 2019; Verastegui et al., 2023). E-Government refers to interactions between government, citizens, the private sector, businesses, and public organizations highly dependent on information technology (Krejnus et al., 2023; Verastegui et al., 2023). Electronic government, or e-government, refers to the application of technology to enhance the provision of public services to businesses and citizens (Almamy, 2022; Sabani et al., 2023). E-Government emphasizes closer government relations with citizens and the

Correspondence Mary Ismowati Email : maryismowati@civitas.unas.ac.id

government, to ensure that public service processes are timely, efficient, and transparent. This reduces costs associated with time and money and increases efficiency (Tokovska et al., 2023)(Novita Sari et al., 2020).

The primary variable impacting e-government is community orientation which is influenced by technology and environmental orientation. Governments of developing countries must prioritize the application of e-Government to their needs for international trade and investment additionally to global financial services. Digital transformation must be a fundamental component in the shifting needs of businesses and markets in the post-COVID era (Goloshchapova et al., 2023). E-government is also taken into as the delivery of public services via electronic technology (Sabani et al., 2023; Yoon & Park, 2022). E-Government improves the standard of public service provision (Dalal & Sharma, 2019).

Providing the best service for the community is the top priority for the government. The Government aims to enhance ongoing dialogue with the public, especially those who live in small towns or far from society(Al-Haddad et al., 2023). Furthermore, the accomplishment of the public sector can be connected to its capacity to provide services that benefit all members of society (Chikazhe et al., 2023; Dalal & Sharma, 2019). Once the public sector reaches an elevated degree of service contentment, it may get better government functionality (Cohen et al., 2022; Nor et al., 2022).

To increase public access, the bureaucracy is trying to improve it in various ways, including digitalization and digital transformation. This aims to provide better transparency in document support, activities, and internal processes (Androniceanu & Georgescu, 2023; Krejnus et al., 2023). This digital conversion will contribute to the public sector's improved performance and efficiency (Androniceanu & Georgescu, 2023).

Previous research on digital transformation in European countries shows varied rates of digital transition processes. Of course, the shift to the digital process of public services must be met with the support of public investment in infrastructure and equipment. However, this makes bureaucratic work quicker and more effective. notably affects the standard of public services provided to people and companies (Androniceanu & Georgescu, 2023; Tokovska et al., 2023).

Micro, Small, and Medium Enterprises in Article 1 of Regulation number 20 of 2008 concerning micro, small, and medium enterprises are defined as Small Businesses, these are profitable companies that are owned by people or individual business organizations that fit the requirements outlined in this law for Micro Enterprises. Based on the Indonesian economy, MSMEs are a popular economic activity that contributes more than 99% of the national economy. This is due to careful management of resources, relatively small capital, and flexibility in operations. The most important aspect of the presence of MSMEs is their ability to reduce poverty. Apart from that, the MSME strategy can increase the income of the general public to reduce poverty (Ariawan & Nurjanah, 2022)(Anugerah & Nuraini, 2021).

MSMEs, or micro, small, and medium-sized enterprises, are a key component of the economy. The presence of MSMEs might aid in creating new jobs and boosting the country's foreign currency via corporate taxes. (Adan et al., 2020; Anugerah & Nuraini, 2021; Hidayat et al., 2022; Vinatra, 2023). The government has undertaken several initiatives to raise the proportion of MSMEs in each area. The government's function is required to stimulate SMEs. Small, Micro, and Medium Enterprises, commonly known as MSMEs, are a business scale that is widely pursued by various groups of society. The researchers found that small and medium-sized enterprises (SMEs) benefited greatly from the increasing digitization of their operations, both in terms of output and efficiency (Angadi & Jayadatta S, 2023; Martinez et al., 2023).

To provide quality public services, the government cannot run alone, it needs support from the community so that improvements to public services can run optimally according to what the community expects. The government makes various public policies, including in the field of licensing offerings (Natasya & Hardiningsih, 2021). One type of public service is micro and small business licensing services. Small and medium enterprises (SMEs) benefit greatly from the increasing digitization of their operations, both in terms of output and efficiency (Angadi & Jayadatta S, 2023; Baç, 2020; Goloshchapova et al., 2023).

SMEs' problems in general are about business permits, capital growth, and access to financing or business capital. The one-stop policy in licensing aims to provide convenience for business actors in developing their businesses (Luh Artaningsih, 2018). Several regions have also carried out licensing with online technology, including OSS Jackevo in DKI Jakarta Windows application in the city of Surabaya (Ismowati et al., 2020); aplikasi Windows di kota Surabaya (Andono et al., 2022).

Semarang city government has implemented Presidential Regulation of the Republic of Indonesia Number 98 of 2014 concerning Micro and Small Business Licensing by creating an innovative *I-Jus melon* which means an online business permit. This is in the form of data integration from the sub-district database which is connected to the database of the Semarang City Cooperatives and Micro Enterprises Service. *I-Jus melon* has been operating for 7 years since being launched in November 2015 and shows an increase in the number of MSEs in Semarang City.

I-Jus Melon the abbreviation for "Micro Business Permit by Online" aims to make it easier for SMEs in Semarang City to obtain business permits. According to the mayor of Semarang (2022), with the *I-Jus melon* application, micro-business actors can receive faster, easier, and cheaper services in obtaining business legality. Micro business actors in Semarang City can collect their business legality letters at the local sub-district. After the launch of the I-melon juice innovation, there was an increase in applications for micro business permits every year starting from 2015 with a total of 996, 2016 with a total of 4,914, 2017 with a total of 5,159, 2018 with a total of 3,841, and July 2019 with a total of 1,473. In 2022 there will be 8,304 micro-business actors who have obtained the legality of their business in Semarang City. Based on PPID data from the Semarang City Cooperatives and SMEs Service for July 2022, a total of 22,212 MSMEs were registered.

Table 1.
Micro and Small Businesses per sector in Semarang City in 2022

Area	Unit	%
Culinary	7.392	33
fashion	1.010	5
Others	13.840	62
Total	22.212	100

Source: Semarang City Micro Business Department website (processed 2023)

MSMEs in the culinary sector in the city of Semarang, with a total of 7,392 business actors, the number of business actors and workers absorbed therein is quite large (33%) contributing greatly to business activities in the city of Semarang.

The Semarang City government received the *I-Jus melon* innovation award as one of the Top 99 innovations in public service competitions in 2017. This competition was held by the Ministry of

State Apparatus Empowerment and Bureaucratic Reform (PANRB). There are still many obstacles to implementing the I-Jus Melon permit. In 2019 I-Jus Melon was changed to *Gerai Kopimi*. *I-Jus melon* is no longer used for issuing micro business permits because micro business permits must go through OSS. (oss.go.id). GERAI KOPIMI, an abbreviation for the Semarang Indonesian Cooperative Society and MSME Movement, is a forum for MSME actors in Semarang City.

The Indonesian government seeks to increase the efficiency of business activities by accelerating business implementation by government regulation number 24 of 2018 concerning Electronically Integrated Business Licensing Services. Based on this policy, all business licensing services are integrated by the center through the Online Single Submission (OSS) Electronic Business Licensing System. Likewise, in the city of Semarang, since 2018, SME licensing has been updated with OSS, which is more comprehensive and more organized.

The urgency in this research is because the Online Single Submission (OSS) licensing service at the Semarang City Cooperatives and SMEs Service is expected to contribute to the smooth running of the businesses of SMEs in Semarang City. There are still obstacles encountered, including many UKM agents who do not understand and understand how to use OSS applications in licensing, OSS application features are not easily accessible and documents from UKM are not yet complete. There are variations in this study's findings and previous research on OSS licensing (Farah, n.d.; Farah & Astuti, 2020; Ismowati et al., 2020; Khairani et al., 2022; Madelene & Sidauruk, 2022; Mustika & Riswadi, 2022; Nur Babul Jannah et al., 2022; Panjaitan et al., 2023; Tranggono et al., 2022). This research examines the factors in service quality in SME licensing so that data on licensing service factors is obtained which are good and which are still lacking. Benefits from this research are hoped to occur for improving online licensing management for SMEs in the city of Semarang.

Based on the background above, the research question for this study is: "What of the quality factors of Online Single Submission (OSS) services for licensing for SMEs in the Department of Cooperatives and Micro Enterprises in the city of Semarang?" The purpose of the research is to determine the quality factors of Online Single Submission (OSS) licensing services for SMEs in the city of Semarang.

Literature Review

The quality of public services

The quality of public offerings is the main thing in government administration (see also Aulia et al., 2021; Coetzee & Erasmus, 2017; Handayani et al., 2022; Ismowati et al., 2020; Wahidmurni, 2017; Ye et al., 2023). The success of the public sector can be assessed by its ability to provide services that satisfy the community (Boselie et al., 2021; Chikazhe et al., 2023; Eriksson et al., 2020; Nor et al., 2022; Wahidmurni, 2017). To determine how good the public services provided by the government, there must be standards by which to determine if the public services can be categorized as good, bad, or not at all.

Parasuraman stated that SERVQUAL is an empirical method that service organizations can use to improve service quality. SERVQUAL is one of the methods used to understand community needs. According to Parasuraman, there are 5 indicators of service quality, namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy; including tangible goods, encompassing tangible assets, machinery, staff, and communications facilities. Reliability, specifically, the capacity to reliably and precisely deliver on promised service performance. Responsiveness, It can be used to address problems or seen as a

willingness to assist customers and offer prompt service. Assurance, Including expertise and concern for staff members' abilities, implies that the quality of the services rendered is guaranteed. Empathy, in particular, giving customers individual attention(Bouckaert & van de Walle, 2003; Hu et al., 2020; Msacky, 2024; Parasuraman et al., 1988; Soenoe et al., 2021; Ye et al., 2023).

Public services aim to satisfy the community. To achieve satisfaction, excellent service quality is needed. When related to public administration, service is the quality of bureaucrats' service to the community. (Bouckaert & van de Walle, 2003; Herawati et al., 2023; Kharima & Fanida, 2021; Lanin & Hermanto, 2019; Murthy, 2022; Nguyen & Tran, 2022; Ren et al., 2020; Riau et al., 2023; Soenoe et al., 2021; Supriyadi et al., 2020).

According to Tjiptono (1995) (Rukmana et al., 2023; Soenoe et al., 2021) there are 5 indicators to evaluate the quality of public services:

a) Punctuality of service can provide agreed services as quickly as possible, accurately, and satisfactorily. Capabilities are required to be based on consumer desires, the same service for all customers
b) Public service accuracy means being able to provide services with minimal errors. Service accuracy can make the public as service users feel satisfied and sufficient for a public service.
c) Ease of obtaining services means that public servants can help serve the community, and have supporting facilities such as computers. This aims to help the difficulties faced by the community.
d) Consumer comfort In terms of consumer comfort, public satisfaction in receiving services. The success of a public service is measured by the level of satisfaction of the community as service users.

The results of the relationship between expectations and satisfaction or displeasure experienced following the use of the offered service or services. Achieving complete client happiness is a difficult task. Customer or community satisfaction is an emotional response to experiences related to certain products/services obtained or purchased. (Rupini et al., 2018; Wibowo, 2014). Community satisfaction is the conclusion of interactions after using services or public services that have been provided and then comparing the performance that has been provided with the expected performance.

Digital Public Services

As a new means of communication between the public and the government, e-government must be able to enhance services through the use of information technology, particularly the internet. society (Apriliani et al., 2021). Transforming public services through digitalization will have an impact on individual and organizational work performance. As the main function of government, public services must be carried out in quality by the government(Ilyas & Bahagia, 2021; Indah Mawarni, 2023; Zuraida et al., 2023).

Digital public services, also known as e-government services, are defined as the use of technology to provide services to citizens and the use of information and communication technologies in public administration procedures. This consists of collecting information, completing and/or modifying previously prepared forms, and submitting them electronically through administrative procedures (Ilyas & Bahagia, 2021).

RESEARCH METHODS

The research location is the Department of Cooperatives and Micro Enterprises of Semarang City. Also to SMEs in the city of Semarang. The research design is descriptive research with a quantitative approach. This research only describes one study (one variable) and hypothesis testing is not carried out even though this research uses sample data. Researchers prepared several questions and distributed them via g-form https://docs.google.com/spreadsheets/d/ and printed questionnaires. The population in this study was SMEs who received OSS licensing services from the Semarang City Cooperatives and Micro Enterprises Service. Data analysis uses factor analysis. Before the data was processed, the data was tested using the Kaiser-Meyer Olkin (KMO) method and Measure of Sampling Adequacy (MSA). KMO is a measure of sampling adequacy, namely the index used to test suitability, as well as MSA, which is a variable validity test before carrying out the factor analysis test, validity and reliability testing is also carried out. The factor analysis used is exploratory, namely a factor analysis model that requires the relationship between observed variables to be linear and the correlation coefficient value cannot be zero, meaning there must be a relationship (Ayu & Sulistyowati, 2021; Bahtiar & Rianti, 2021; Rodrigues et al., 2016). The sampling technique used in this research was simple random sampling (selection of samples at random), the sample size was calculated using the proportional random sampling formula, obtaining a sample size of 51.

RESULTS AND DISCUSSIONS

From the research results, the following descriptive data was obtained: based on the length of business for SMEs, it was found that between 0 - 1 year, 8 people (15.69%), length of business was more than 2 - 5 years, 21 people (41.8%), length of business was more than 5- 10 years were 12 people (23.5%), respondents who had a business period of more than 15 years were 8 people (15.69%). The types of SMEs are culinary, crafts, and packaged snack businesses.

Factor Analysis

Data was tested using the Kaiser-Meyer Olkin (KMO) method and Measure of Sampling Adequacy (MSA). KMO is a measure of sampling adequacy, namely the index used to test suitability, as well as MSA, which is a variable validity test before carrying out a factor analysis test, validity and reliability testing is also carried out.

a. Kaiser Meyer Olkin (KMO)

Table 2.
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,753
Bartlett's Test of Sphericity	Approx. Chi-Square	1123,774
	df	325
	Sig.	,000

Source: Research, 2023

Kaiser Meyer Olkin analysis assumptions of Sampling (KMO). KMO is a comparison index of the distance between the correlation coefficient and the partial correlation. The KMO value is considered sufficient if the value is more than 0.5. The research results in the table above show that the KMO value is 0.753. Thus, the KMO requirements have met the requirements because it has a value above 0.5.

b. Measures of Sampling Adequacy (MSA)

Next, test the requirements for 1 variable with 26 indicators. The MSA figure in anti-image correlation means that all variables analyzed have an MSA value > 0.5. In this way, all the variables above can be subjected to further analysis. After all variables have sufficient values, the next step that must be taken is to carry out the core process of factor analysis, namely extracting existing variables so that one or several factors are formed. In this extraction, the method used is principal component analysis.

*The result of Communalit*y shows that the six variables tested have met the communality requirements because they have a value greater than 0.5 (communality > 0.5). Up to this stage, we have succeeded in fulfilling the requirements or assumptions in factor analysis testing. Indicators are coded KK (service quality), PU (public service), and KP (servant satisfaction).

Table 3.
Extraction Method: Principal Component Analysis.

Total Variance Explained			
	Initial Eigenvalues		
Component	Total	% of Variance	Cumulative %
1	11,814	45,439	45,439
2	2,209	8,494	53,933
3	1,530	5,885	59,819
4	1,336	5,140	64,959
5	1,283	4,934	69,892
6	1,143	4,396	74,288

Source: Research ,2023

From the table of total variance output explained in the initial eigenvalues section, 6 new factors were successfully created from the 26 previous indicators analyzed. The requirements that must be met to form a factor are component eigenvalue>1. Component 1 has a value of 11,814 > 1 as factor 1 which can represent 45,439 variations. Component 2 eigenvalues reach 2.209 or >1 to factor 2 and can represent 8.999% of the variation. The eigenvalues of component 3, namely 1.530, can explain 5.885% of the variation. Factor 4 is 5.140%, factor 5 is 4.934% and factor 6 is 4.396%. So that the total of the six new factors formed will be able to explain the variable by 45.439% + 8.494% +5.885% + 5.140% + 4.934% + 4.396% = 69.148% while the remainder of 30.852% is explained by other factors that were not studied.

Rotated Component Matrix

After rotating the factors using the Varimax method, the Rotated Component Matrix table below is obtained. It can be seen that each variable is only strongly correlated with one of the factors. Determining which variable falls into which factor is determined by looking at the largest correlation value.

Table 4.
Component Transformation Matrix

Component	1	2	3	4	5	6
1	,509	,468	,464	,446	,243	,222
2	-,524	,445	-,412	,170	,540	,191
3	,039	,246	,337	-,821	,380	-,079
4	,010	-,722	,173	,128	,629	,191
5	-,429	,033	,466	,285	,076	-,715
6	-,530	-,013	,504	-,029	-,322	,600

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Source: Research, 2023

Factor Analysis

From the results of the Rotated Component Matrix table above, each variable is only strongly correlated with one factor. Determining which factor group the indicator will belong to is determined by looking at the largest correlation value. Indicators are coded KK (service quality), PU (public service), and KP (servant satisfaction). The total of the six new factors formed will be able to explain the variable by 45.439 % + 8.494% + 5.885 % + 5.140 % + 4.934 % + 4.396 % = 69.148% as the remaining 30.852% is explained by other elements that were not researched. From the table: Component Transformation Matrix above, 6 new factor groups are formed. Analysis of the 6 new factors that were successfully formed is as follows:

The first factor (1) this group of factors is named the Online Single Submission (OSS) application. This group of factors is named after the variable that has the highest loading factor value of 11.814. This factor influences the quality of Online Single Submission (OSS) licensing services with the highest total variance of 45.439%. The indicators are the application of the SME online licensing system which makes it easier to process permits, the speed of the application in completing SME business licenses, the Online Single Submission (OSS) licensing system is easy to use and flexible, and the SME players feel comfortable in carrying out permits through OSS. This is consistent with the findings of the study that was done. (Farah & Astuti, 2020) that the Online Single Submission (OSS) innovation factor makes it easier for MSMEs who want to immediately obtain their Micro Business Permit. This is also supported by research from Xenia (Papadomichelaki & Mentzas, 2012) which states how simple it is to use the website application and the quality of the information it provides, the site application being clear and easy to follow, the effectiveness of the website's search engine, the degree to which they can be adapted to the needs of individual users, The data that was shown on the site is appropriately detailed, the information provided by the site is up to date, and there is sufficient information on how to fill out the forms provided by the site.

Second factor (2): This group of factors is named Human Resource Competency in OSS licensing, and has a loading factor value with a total variance of 8.494%. The indicator is the availability of supporting facilities such as computers at the licensing office. HR licensing officers understand

and can use the online licensing system, Information from the Online Single Submission (OSS) system is presented well, Information from the Online Single Submission (OSS) system is clear and accurate, Information system technicians provide good service, and Technicians show a caring attitude and good when solving the problems of SMEs. Public services can provide services with minimal errors. Service accuracy can make the public as service users feel satisfied and sufficient for a public service. This is by the results of the study carried out by Sintya (Farah & Astuti, 2020) that the benefits of this OSS (Online Single Submission) innovation are running well and benefiting the government and society. This is also supported by Didiek's research (Tranggono et al., 2022)which states that there are many benefits for MSMEs from having an NIB as proof of having registered the company by submitting a permit through OSS.

Third factor (3): This group of factors is named the usefulness and accuracy of the Online Single Submission (OSS) System and has a loading factor value of 1.530. This factor has an influence on the quality of OSS licensing services with a total variance of 5.885%. The indicator is the usefulness of this online licensing program indicator which is useful for the smooth running of the business. This is consistent with the study's findings carried out by Sintya (Farah & Astuti, 2020) which states that before introducing online experiments, business owners must visit the Department of Cooperatives and Micro Enterprises which has a long licensing process. They also have to submit several documents and ensure their accuracy. After the beginning of the Online Single Submission (OSS) trial, the process became easier.

Fourth factor (4): This group of factors is named Online Single Submission (OSS) Data Security which has a loading factor value of 1.336. This factor has an influence on the quality of OSS licensing services with a total variance of 5.140%, namely the data security factor with indicators that the data of SMEs in the Online Single Submission (OSS) system can be guaranteed to be secure.

Fifth factor (5): Data convenience factor group which has a loading factor value of 1.283. This factor has an influence on the quality of Online Single Submission (OSS) licensing services with a total variance of 4.934%, namely the factor of ease of data submission with indicators of minimal data input errors by officers, ease of obtaining online licensing services and the data requested in online licensing is easy to understand. This is by the results of research conducted by Sintya (2022) that Online Single Submission (OSS) makes it easier for MSME participants who want to quickly receive their Micro Business Permit. This is also supported by research conducted by Raf (2011) which declares before introducing online experiments, business owners must visit the Cooperative and Micro Business Registration Service which has a strict application process. They must submit several documents and ensure that the application is completed completely. After the introduction of Online Single Submission (OSS) trials, the process became easier.

Sixth factor (6): This group of factors is Timeliness, which has a loading factor value of 1.283. This factor influences the quality of Online Single Submission (OSS) services for licensing with the smallest total variance value of 5.140%, namely the timeliness factor of licensing services with the indicators being: Online licensing service time is on time according to regulations. This means that SMEs in the culinary sector assess that the licensing completion time is not what has been determined. Punctuality contains the meaning that the actualization of people's services can be completed within the specified period. This is consistent with the findings of the study that was done by Didiek (Tranggono et al., 2022) that the implementation of the Online Single Submission (OSS) licensing system policy has not gone well. This can be seen from: Productivity in the form of not yet achieving the number of target groups consisting of individual corporate actors who are not individuals (business entities) and the number of permits that are not yet on time.

CONCLUSIONS

From the results of factor analysis research, 6 new factor groups were formed for Online Single Submission (OSS) licensing services. The most dominant factor at 45.439% is the quality of the UKM online licensing system which makes it easier to process permits, the speed of the online licensing application makes it easier to complete UKM business permits, the OSS licensing system is easy to use, and flexible, and UKM players feel comfortable in carrying out online permits and acceleration of online licensing services.

Factor 6 with the smallest value of 5.140% is the timeliness of licensing services. The indicator is that the online licensing service is on time according to the provisions. This means that SMEs in the culinary sector assess that the licensing completion time is not what has been determined. The timeliness of this licensing service is the same for all SMEs that have registered for Online Single Submission (OSS) licensing.

From the results of grouping factor analysis with KMO, it is known that the factor that is still weak is timeliness in licensing. Meanwhile, e-government with the OSS licensing system aims to contribute to better service management. Also, stakeholders, namely SMEs in Semarang City, get convenience and benefits from the UKM Service.

It is hoped that stakeholders in Semarang City can issue permits according to the time standards that have been set. Improve services according to standards and accuracy. Capabilities are required to be based on the wishes of the UKM community and services are the same for all UKM players who process permits online through the Online Single Submission (OSS) system.

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