

ANALYSIS OF LICENSING SERVICES FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN KANTOR CAMAT GUNUNG MERIAH KABUPATEN ACEH SINGKIL

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ABSTRACT

This study aims to analyze the influence of technology, human resources, and infrastructure on MSME licensing services at the Gunung Meriah Sub-district Office, as well as the influence of all three simultaneously. The study used 150 respondents whose data were collected through questionnaires and analyzed using the Multiple Linear Regression method. The background of this study is the importance of public services as an interaction between the community and the government to meet the needs of goods, services, or administrative services, as regulated in Law No. 25 of 2009 which states that the purpose of public services is to improve community welfare. However, MSME licensing services at the Gunung Meriah Sub-district Office, Aceh Singkil Regency, still face various obstacles such as long and complicated processes, difficult bureaucracy, lack of understanding of officers, limited facilities, and suboptimal technology. To overcome these obstacles, system improvements, service quality improvements, and more effective socialization are needed. The results of the study indicate that partially technology, human resources, and infrastructure each have a significant influence on MSME licensing services. Simultaneously, the three variables also have a significant effect on MSME licensing services at the Gunung Meriah Sub-district Office.

Keywords: Facilities and Infrastructure and MSME Licensing Services, Human Resources, Technology

INTRODUCTION

Public service is an interaction between the community and the government to meet the needs of goods, services, or administrative services. Based on Law Number 25 of 2009, public service aims to meet the needs of the community according to regulations, both in the form of goods, services, and administration, as the responsibility of the government. In its implementation, local governments are given the authority to manage government affairs, including public services, which aim to improve community welfare through service strategies, empowerment, and community participation.

Micro, small, and medium enterprise (MSME) licensing services are one of the focuses of local governments, as regulated in Presidential Regulation Number 98 of 2014 and

Makassar Mayor Regulation Number 65 of 2015. This regulation emphasizes the importance of a simple, easy, and fast licensing process to encourage the growth of MSMEs as a pillar of the people's economy. However, public services in Indonesia, including MSME licensing, still face various challenges, such as complicated bureaucracy, less than optimal technology, incompetent workers, and limited facilities and infrastructure.

The Gunung Meriah Sub-district Office in Aceh Singkil Regency is one of the agencies tasked with providing MSME licensing services. Although it has attempted to implement an integrated service system, its implementation is considered less than optimal. However, MSME licensing services at the Gunung Meriah Sub-district Office, Aceh Singkil Regency, still face various obstacles such as a long and complicated process, difficult bureaucracy, lack of understanding of officers, limited facilities, and suboptimal technology. The licensing process is still complicated, takes a long time, and often involves other work units outside the sub-district office. This causes dissatisfaction among the community, especially MSME actors, who find it difficult to process permits due to the long procedure, limited understanding of officers, lack of supporting technology, and minimal facilities, such as narrow waiting rooms and inadequate work tools. This condition shows that public services, especially MSME licensing at the Gunung Meriah Sub-district Office, have not fully met the principles of effective, efficient, transparent, and equitable prime service. Strategic steps are needed, such as increasing workforce capacity, optimizing technology, and providing adequate facilities to create better services that are in accordance with community needs.

LITERATURE REVIEW

Licensing Services

Services are about the convenience provided to the community in relation to goods and services. In practice in government, the state is obliged to serve in the sense of providing services to every citizen and resident to fulfill their basic rights and needs.

According to Moenir and Lovelock (1992), service is a series of activities carried out by individuals or groups that aim to fulfill the needs of others, using material factors supported by certain systems, procedures, and methods. This process is carried out to ensure that the interests of service recipients can be fulfilled in accordance with their rights. Service, in this context, is not only about providing goods or services, but also includes efforts to fulfill the expectations and satisfaction of the party being served, by paying attention to quality, efficiency, and effectiveness in the implementation process.

Based on the Decree of the Minister of State Apparatus Empowerment Number 63 of 2003, the definition of public service is All forms of service carried out by government agencies at the center, in the regions, and in the environment of State-Owned Enterprises or Regional-Owned Enterprises in the form of goods and/or services, both in the context of efforts to fulfill community needs and in the context of implementing provisions of laws and regulations. According to Law Number 25/2009, Chapter I, Article 1, paragraph (1), the definition of public service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers. In principle, every public service is always improved in quality according to the wishes of clients or service users. The theory of service

was also put forward by Kotler and Keller in Tjiptono's research (2016:277) defining services as follows: "services are any actions or performance offered by one party to another party which are in principle intangible and do not cause any transfer". Service quality is the level of expected excellence and control over the level of excellence to meet customer desires. Based on the opinion above, it can be concluded that there are main factors that influence service quality, namely expected services and perceived/perceived services.

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) are business sectors that have a major contribution to economic growth, employment absorption, and poverty alleviation. Based on Law Number 20 of 2008, MSMEs are defined as productive businesses owned by individuals or business entities that meet the criteria for micro, small and medium enterprises based on the amount of assets or annual turnover. In an economic context, MSMEs play a strategic role as drivers of the local and national economy, especially in developing countries like Indonesia.

Analysis of MSMEs can be explained through various grand theories. Classical Economic Theory (Adam Smith, 1776) emphasizes the importance of market competition in supporting economic efficiency, which is relevant to the role of MSMEs as drivers of market dynamics. Furthermore, the Theory of Economic Growth (Harrod-Domar, 1939) highlights investment in physical capital, human resources, and technology as the key to economic growth, which can be applied to the development of MSME capacity. In the Resource-Based View perspective (Wernerfelt, 1984), the success of MSMEs depends on the utilization of unique resources owned, such as workforce skills or social capital.

Institutional Theory (Meyer & Rowan, 1977) highlights the importance of simple policy and regulatory support to support the sustainability of MSMEs, while Public Service Theory (Appleby, 1948) underlines the need for efficient and fair services in the MSME licensing process. In addition, the Schumpeterian Theory of Innovation (Schumpeter, 1911) emphasizes the importance of product, process, and business model innovation in increasing the competitiveness of MSMEs.

Based on these theories, MSME development efforts include increasing access to technology, strengthening human resources, simplifying regulations, and improving the quality of public services. So that MSMEs contribute more in supporting economic growth and creating community welfare.

RESEARCH METHOD

This study uses a quantitative approach that aims to measure research variables and analyze relationships or patterns between variables objectively through numerical data. This study was conducted in Gunung Meriah District, Aceh Singkil Regency, in 2024. The research population was 300 people, obtained from data from the Gunung Meriah District Secretariat, and the technique sampling using non-probability sampling method. A total of 150 respondents were selected as research samples, covering half of the population. Data collection was carried out by direct observation/using questionnaires to understand field conditions, interviews with respondents to obtain primary data, and document studies relevant to the research topic. The data obtained were analyzed using multiple linear regression analysis methods.

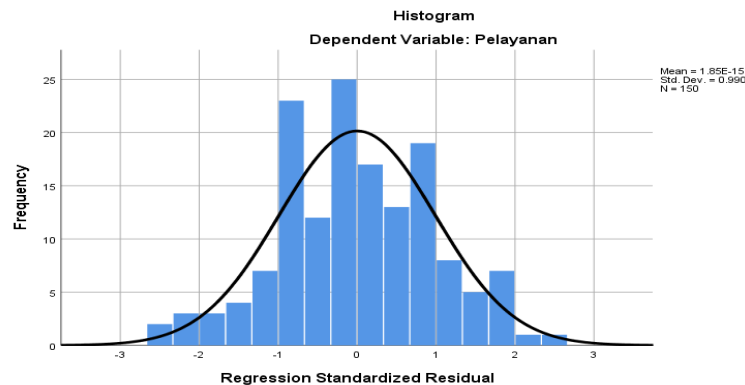
RESEARCH RESULTS AND DISCUSSION

The results of data analysis in this study by looking at the classical assumption test, multiple linear regression, determination coefficient test and hypothesis testing.

Classical Assumption Test

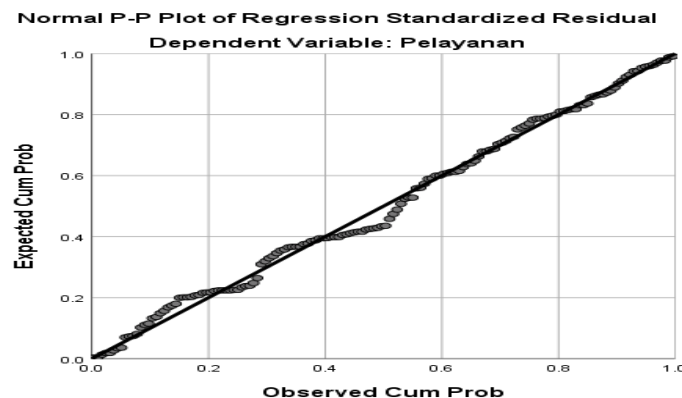
Data Normality Test

The normality test aims to test whether in a regression, the interfering variables or residuals are normally distributed or not. A good regression model has a normal or near-normal data distribution.



Source: SPSS Processing Results Version 26

Figure 1. Histogram of Normality Test



Source: SPSS Processing Results Version 26

Figure 2. Normal P-P Plot Regression Standardized Residual

From the image above, it can be seen that the data in this study has been normally distributed, namely where it can be seen from the histogram image which has a balanced convexity in the middle and also seen from the normal pp plot image it can be seen that the points are between the diagonal lines, so it can be concluded that the data distribution is normally distributed.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. This test is carried out by looking at the tolerance value and variance inflation factor (VIF) from the analysis results using SPSS. If the tolerance value is >

0.10 or VIF <5, it is concluded that there is no multicollinearity. Multicollinearity test from the following results.

Tabel 1. Multicollinearity Test Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
|-----------------|-----------------------------|------------|---------------------------|-------------------------|-------|
| | B | Std. Error | Beta | Toleranc e | VIF |
| (Constant) | 21.359 | 2.721 | | | |
| Technology | .089 | .071 | .103 | .980 | 1.020 |
| Human resources | .040 | .040 | .081 | .983 | 1.018 |
| Infrastructure | .037 | .080 | .139 | .992 | 1.008 |

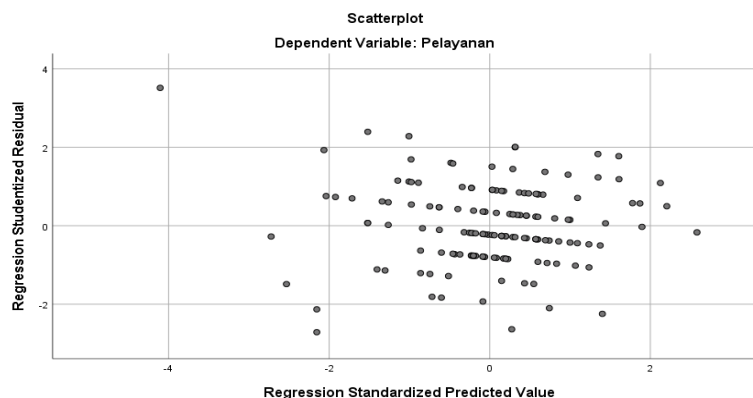
a. Dependent Variable: services

Source: SPSS Processing Results Version 26

Based on the table above, it can be seen that the Variance Inflation Factor (VIF) figure is less than 5, including technology 1.020 <5, human resources 1.018 <5, infrastructure 1.008 <5, and the Tolerance value of technology 0.980 > 0.10, human resources 0.983 > 0.10, infrastructure 992 > 0.10, free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residual of one observation to another. A good regression model is one that does not experience heteroscedasticity.



Source: SPSS Processing Results Version 26

Figure 3. Scatterplot Heteroscedasticity Test

Based on the image above, the scatterplot image shows that the resulting points are spread randomly and do not form a particular pattern or line trend. The image above also shows that the data distribution is around the zero point. The results of this test indicate that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedastic.

MULTIPLE LINEAR REGRESSION TEST

Tabel 2. MULTIPLE LINEAR REGRESSION TEST Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|-----------------|-----------------------------|------------|-----------------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| (Constant) | 21.359 | 2.721 | | 7.850 | .000 | | |
| Technology | .089 | .071 | .103 | 2.256 | .001 | .980 | 1.020 |
| Human resources | .040 | .040 | .081 | 2.188 | .003 | .983 | 1.018 |
| Infrastructure | .037 | .080 | .139 | 1.709 | .000 | .992 | 1.008 |

a. Dependent Variable: Services

Source: SPSS Processing Results Version 26

Based on the table above, the multiple linear regression is obtained as follows $Y = 21.359 + 0.089 X_1 + 0.040 X_2 + 0.037 X_3 + \epsilon$. The interpretation of the multiple linear regression equation is:

- 1) If everything in the independent variables is considered constant, then the licensing service is 21.359.
- 2) If technology increases, then the licensing service will increase by 0.089 one unit of value.
- 3) If human resources increase, then the licensing service will increase by 0.040 one unit of value.
- 4) If infrastructure increases, then the licensing service will increase by 0.037 one unit of value.

HYPOTHESIS TESTING

T-Test (Partial Hypothesis Test)

Tabel 3. T-Test (Partial Hypothesis Test) Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|-----------------|-----------------------------|------------|-----------------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| (Constant) | 21.359 | 2.721 | | 7.850 | .000 | | |
| Technology | .089 | .071 | .103 | 2.256 | .001 | .980 | 1.020 |
| Human resources | .040 | .040 | .081 | 2.188 | .003 | .983 | 1.018 |
| Infrastructure | .037 | .080 | .139 | 1.709 | .000 | .992 | 1.008 |

a. Dependent Variable: Services

Source: SPSS Processing Results Version 26

Based on the table above, it can be seen that

- 1) The influence of technology on licensing services, $t_{count} 2.256 > t_{table} 1.655$ and significant $0.001 < 0.05$, then H_a is accepted H_0 is rejected, which states that technology has a significant influence on MSME licensing services.

The results of Susanti and Prasetyo's (2019) research show that technology plays an important role in improving the quality of MSME licensing services. In the study, the implementation of web-based applications for managing MSME business permits was proven to speed up the administrative process and reduce the potential for manual errors. This indicates that the adoption of technology can overcome bureaucratic obstacles that are often a problem in traditional services.

The theory underlying the importance of technology in improving the quality of public services. One theory that supports this finding is the Innovation Diffusion Theory (IDT) proposed by Everett Rogers. IDT explains how innovation, including technology, spreads in a social system or organization. In the context of licensing services, technology such as online licensing systems or automation can be considered as innovations that bring positive changes, accelerate bureaucratic processes, and increase transparency.

- 2) The influence of human resources on licensing services, $t_{count} 2.188 > t_{table} 1.655$ and significant $0.003 < 0.05$, then H_a is accepted H_0 is rejected, which states that human resources have a significant effect on MSME licensing services.

In line with the results of research conducted by Sutrisno (2020), it states that the quality of human resources in the public sector plays an important role in improving the quality of services to the community, including in the licensing process for MSMEs. This study shows that training and development of government apparatus skills are very influential in accelerating and simplifying the licensing process, as well as increasing the satisfaction of MSME actors.

The Human Capital Theory proposed by Gary Becker. According to this theory, human resources are a very important investment to increase productivity and service quality. In the context of MSME licensing services, good quality human resources such as skills, knowledge, and experience will contribute directly to the effectiveness and efficiency of services. If human resources have adequate competence, they can provide fast, precise, and efficient services, which of course will improve the quality of licensing services and support convenience for MSMEs in managing business permits

- 3) The influence of infrastructure on licensing services, $t_{count} 1.709 > t_{table} 1.655$ and significant $0.000 < 0.05$, then H_a is accepted H_0 is rejected, which states that infrastructure has a significant effect on MSME licensing services.

The results of the study are in line with the research by Suryani et al. (2020), stating that the quality of human resources in the public sector plays an important role in improving the quality of services to the community, including in the licensing process for MSMEs. This study shows that training and development of government apparatus skills are very influential in accelerating and simplifying the licensing process, as well as increasing the satisfaction of MSMEs. This study states that good infrastructure, such as fast internet access and a digital-based licensing system, can

accelerate the licensing process and facilitate access for MSMEs. Thus, adequate infrastructure has been proven to increase efficiency and quality of service.

The theory that supports this finding is the Infrastructure and Public Service Theory, which explains that the availability and quality of infrastructure are very important in improving the performance of government organizations and the quality of public services. In the context of MSME licensing services, adequate infrastructure such as information technology facilities, online-based licensing systems, comfortable service rooms, and good accessibility will speed up the administrative process, reduce waiting times, and increase comfort for MSME actors.

F-Test (Simultaneous Hypothesis Test)

The F-test (simultaneous test) is conducted to see the effect of independent variables on their dependent variables simultaneously. The method used is to look at the level of significance (0.05). If the significance value is less than 0.05 then H0 is rejected and Ha is accepted.

Tabel 4. F-Test (Simultaneous Hypothesis Test) ANOVA^a

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 17.538 | 3 | 5.846 | 11.903 | .002 ^b |
| | Residual | 448.462 | 146 | 3.072 | | |
| | Total | 466.000 | 149 | | | |

a. Dependent Variable: Services

b. Predictors: (Constant), Infrastructure, Human Resources, Technology

Source: SPSS Processing Results Version 26

Based on the table above, it can be seen that Fcount of 11,903 > Ftable of 2.28 and significantly much smaller than 0.05, namely 0.002 < 0.05, then Ha is accepted H0 is rejected, meaning that technology, human resources and infrastructure simultaneously have a significant effect on MSME licensing services at the Gunung Meriah District Office.

Determination Coefficient Test (R²)

This determination coefficient analysis is used to determine the percentage of the large variation in the influence of independent variables on the dependent variable.

Tabel 5. Determination Coefficient Test (R²) Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .194 ^a | .338 | .318 | 1.75261 | .956 |

a. Predictors: (Constant), Infrastructure, Human Resources, Technology

b. Dependent Variable: Services

Source: SPSS Processing Results Version 26

Based on the table above, it can be seen that the adjusted R Square figure of 0.338, which can be called the coefficient of determination, in this case means 33.8% of MSME licensing services at the Gunung Meriah Sub-district Office, can be obtained and explained by technology, human resources and infrastructure, while the rest is explained by other factors or

variables outside the model that are not studied.

CONCLUSION

From the results of the study on MSME licensing services at the Gunung Meriah Sub-district Office, several conclusions can be put forward as follows:

- 1) The results of the study indicate that the more developed and efficient the technology used in the licensing process, the better the quality of services provided to MSME actors.
- 2) The results of the study indicate that increasing human resources, both in terms of skills and the number of workers, also contribute to the quality of licensing services, can accelerate and simplify the licensing process.
- 3) The results of the study indicate that increasing infrastructure, which includes supporting facilities and infrastructure, adequate and easily accessible facilities also play an important role in facilitating MSME licensing services.

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