ABSTRAK

Pelayanan perizinan usaha berbasis *Online Single Submission* (OSS) merupakan upaya pemerintah dalam meningkatkan kualitas pelayanan publik melalui sistem perizinan yang terintegrasi secara elektronik. Namun, dalam pelaksanaannya masih terdapat berbagai kendala, seperti rendahnya literasi digital pelaku Usaha Mikro Kecil (UMK), gangguan teknis sistem, serta perubahan regulasi yang memengaruhi efektivitas pelayanan. Penelitian ini bertujuan untuk menganalisis pelayanan perizinan usaha pada UMK melalui sistem *Online Single Submission* (OSS) di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Lhokseumawe serta mengidentifikasi kendala yang dihadapi dalam pelaksanaannya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Informan penelitian berjumlah tujuh orang yang terdiri atas Kepala DPMPTSP, Kelompok Jabatan Fungsional Penata Perizinan, Analis Kebijakan, Staf Pelayanan OSS, dan tiga pelaku UMK. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis secara kualitatif menggunakan model analisis data interaktif. Hasil penelitian menunjukkan bahwa pelayanan perizinan usaha melalui sistem OSS di DPMPTSP Kota Lhokseumawe secara umum telah berjalan dengan baik berdasarkan dimensi *SERVQUAL*, yaitu aspek fisik (*tangibles*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*). Meskipun demikian, masih ditemukan kendala berupa rendahnya kemampuan literasi digital sebagian pelaku UMK, ketidakstabilan server pusat OSS, serta perubahan regulasi yang memerlukan penyesuaian sistem dan peningkatan kapasitas petugas. Penelitian ini menyimpulkan bahwa peningkatan kualitas pelayanan OSS memerlukan penguatan literasi digital pelaku UMK, optimalisasi infrastruktur sistem, serta koordinasi yang berkelanjutan antara pemerintah pusat dan pemerintah daerah guna mewujudkan pelayanan perizinan yang lebih efektif, efisien, dan mudah diakses.

Kata Kunci: Pelayanan Publik, Perizinan Usaha, *Online Single Submission* (OSS), Usaha Mikro Kecil (UMK), SERVQUAL.

ABSTRACT

The Online Single Submission (OSS)-based business licensing service represents a government effort to enhance public service quality through an electronically integrated licensing system. However, implementation faces various challenges, such as the low digital literacy of Micro and Small Enterprise (MSE) operators, system technical issues, and regulatory changes affecting service effectiveness. This study aims to analyze business licensing services for MSEs via the OSS system at the Lhokseumawe City Investment and One-Stop Integrated Service Agency (DPMPTSP) and to identify the obstacles encountered during implementation. A qualitative approach with a descriptive method was employed. The study involved seven informants: the Head of DPMPTSP, a Licensing Administrator (Functional Position Group), a Policy Analyst, OSS service staff, and three MSE operators. Data were collected through observation, interviews, and documentation, then analyzed qualitatively using an interactive data analysis model. The results indicate that, generally, the OSS-based business licensing service at DPMPTSP Lhokseumawe has functioned well based on SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Nevertheless, challenges persist, including the limited digital literacy of some MSE operators, instability of the central OSS server, and regulatory changes requiring system adjustments and staff capacity building. The study concludes that improving OSS service quality requires strengthening MSE operators' digital literacy, optimizing system infrastructure, and ensuring continuous coordination between central and local governments to achieve licensing services that are more effective, efficient, and accessible.

***Keywords**: Public Service, Business Licensing, Online Single Submission (OSS), Micro and Small Enterprises (MSEs), SERVQUAL.*