



The Impact from the Implementation of Online Single Submission (OSS) towards the Ease of Business Licensing for Business Actors in North Sumatera Province

Rinto Mujiono Lumban Tobing^{1*}, Bengkel Bengkel², Tengku Irmayani³

^{1),2),3)} Universitas Sumatera Utara, Medan, Indonesia, email: rintomltobing@gmail.com

*Corresponding Author: Rinto Mujiono Lumban Tobing¹

Abstract: This study aims to explore and analyze further the impact from implementing online single submission (OSS) on the ease of business licensing for business actors in North Sumatera Province. Quantitative method chosen as the research method. The research population are those business actors or permit applicants who have been served by the Investment Service and One-Stop Integrated Licensing Services of North Sumatera Province in obtaining permits on average as many as 180 permit applicants per month, according to permit data management during period of 2021 there are total sample of 108 respondents who divided into large-scale business actors, medium-scale business actors and small-scale business actors. The findings of this research indicates: 1) The Implementation of OSS in North Sumatera Province has been running well and effective 2) Based on the analysis separately, there are two variables which have positive and significant impact to the ease of business licensing, namely communication and bureaucratic structure; 3) The implementation of OSS in North Sumatera Province is good deal, because it has proven to have an impact towards the ease of business licensing in North Sumatera as shown by the policy implementation model of George C. Edward III which reached 65.8 percent.

Keywords: Online Single Submission, Ease of Business Licensing, Edward III Theory

INTRODUCTION

Referring to the index published by the World Bank in 2018 with aim of assessing the ease of doing business at countries in the world, Indonesia is ranked 72nd in Ease of Doing Business (EoDB) in 2018. This ranking has indeed experienced an increase from ranked 91 in 2017 but decreased one level to 73 in 2019. In that year, Indonesia was ranked 6th among ASEAN countries after Malaysia, Thailand, Brunei and Vietnam. Singapore is the first country with the highest level of ease of doing business (Wiradharma et al., 2020).

Indonesia's EoDB rating, which still relatively low and still needs space to improved so it can spur the level of investment in Indonesia. In accordance with the document of "Accomplishments of 3 Years of Joko Widodo-Jusuf Kalla Government" from the

Presidential Staff Office, the government has determined four major sections that fall into this aspect, one of that by increasing investment. The terms of funding and investment have the same meaning, it's just the use of investment word which is more often used in business activities, while funding is term that often used in statutory language (Yasmien, 2018).

The problem which occurs in the ease of doing business process and its legal certainty are alleged to be the main problem of low investment in Indonesia. Licensing bureaucracy that is not transparent and convoluted are become an obstacle for entrepreneurs in order to invest and develop their business in Indonesia. These obstacles are also faced by micro, small and medium enterprises (MSMEs) which mostly have various limitations, both in terms of capital and access to permits (Ronggiyati, 2020).

Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services which issued on June 21 2018 explains that business licensing services at the central government and regional governments are required to use the Online Single Submission (OSS) system for licensing services started from licensing registration to issuance of permits through the OSS system. The OSS itself stands for Online Single Submission which in form of licensing to conduct business issued by the OSS Institution. Electronically Integrated Business Licensing Services (PBTSE) or Online Single Submission was created in the context of simplifying licensing services by integrating with several Ministries, Institutions and Local Governments throughout Indonesia and this so far has been carried out through PTSP. OSS allows the community to independently manage their licensing and non-licensing processes until finished and can also be done through PTSP. OSS aimed at shortening the time and cutting the length of bureaucratic chain in the process of making business licenses and non-licenses by business actors.

The Investment Office and One-Stop Integrated Licensing Services of North Sumatera Province is technical agency that carries out investment affairs as well as organizer of One-Stop Integrated Services which have duty in controlling investment activities and processing data and disseminating investment information to attract investors and in turn increase the investment in North Sumatera. The Investment Office and One Stop Integrated Licensing Services of North Sumatera Province has the task including coordinating and administering services in the field of licensing in integrated manner with the principles of coordination, integration, synchronization, simplification, security and certainty.

One of form of public service which conducted by the Provincial Government of North Sumatera is to provide Ease of Electronically Integrated Business Licensing Services through the Online Single submission (OSS) application. Practically, the implementation of OSS application aims to simplify its process for the public, especially to business actors, in order to apply business licenses through online. Furthermore, North Sumatera Province Integrated Investment and Licensing Services Service (DMPPTSP) released an advanced administrative process to follow up on applications submitted by business actors in accordance with the applicable SOPs. Through OSS, it is expected that it can improve the quality of service needed by the community based on the main tasks and functions while still adhering to the applicable regulations.

Several phenomenon have occurred related to the implementation of ease of doing business through the implementation of Online Single Submission (OSS) application after the enactment of Government Regulation number 24 of 2018 concerning Ease of doing business integrated electronically, such as: 1) There are still business actors who do not know about these government policies, especially those related various facilities contained in the OSS application, therefore so many business actors who do not have basic legality such as Business Identification Numbers (NIB) and other Permits issued from OSS 2) The lack of interest from business actors in North Sumatera, especially those who are stayed at Medan City to legalize their business licenses directly to the Investment Service and PTSP of North

Sumatera Province as well as through Online Licensing Applications, both the Online Single Submission (OSS) Application and ready-to-serve application.

The problems that exist in this implementation of OSS is the transition from manual to electronic licensing mechanisms that will takes time for the community to understand the licensing process electronically. Not only among the community but likewise to the government itself. They need to make adjustments during the transitional period of the new system mechanism. The DPMPTSP of North Sumatera Province needs support from the Regional Apparatus (PD), human resources readiness as well as the steadiness of facilities and infrastructure in an efforts to achieve the success of these OSS system.

The Research about this implementation of OSS was previously conducted by Dawud et al (2020) who found that this implementation of Online Single Submission by DPMPTSP Bandung city and its regency actually had gone well. The other research relates to the implementation of OSS are performed by Fadhilah & Indah Prabawati (2019) who proved that the implementation of OSS at DPMPTSP Nganjuk Regency has been succeed only facing so many obstacles in socialization in result that not all people get this information. Furthermore, Robby & Tarmini (2019) who found that the application of OSS in order to accelerate business licensing in Bekasi Regency can be said run so well, but the efforts that have been made still considered not optimal, the obstacles which often encountered by DPMPTSP Bekasi Regency, especially those in terms of facilities and infrastructure. Lastly, Assegaf et al (2019) defines that the OSS is one of the solutions to overcome complaints that have been received by business people.

Quoted from previous research results regarding the implementation of Online Single Submission and correlate using Edward III's theory in order to assessing the implementation of the policy, which surprisingly still found an obstacles related to communication, disposition, human resources as well as bureaucratic structure, therefore this research is divided into four variables that will be examined further in detail of OSS to the ease of business licensing for business actors. In accordance with the background description of the problem above, the author puts an interested in conducting research with the title of "The Impact from the implementation of Online Single Submission (OSS) towards the Ease of Business Licensing for Business Actors in North Sumatera Province."

LITERATURE REVIEW

Public Policy

Dye in Wahab (2016) defines the public policy as whatever the government chooses to do or not do. Public policy did not only focus on what the government does, but include what government did not intend to do. Cited from Abidin (2004) in terms of structure, public policy elements are consists of policy objectives, problems, demands , the impact (outcomes), tools or policy instruments. Furthermore, according to Dunn in Winarno (2008), there are 6 (six) stages of public policy, namely agenda setting stage, policy formulation stage, policy adoption stage, its implementation stage and its evaluation.

Through this public policy studies, it could be said that these implementation not only related to the mechanism for translating political decisions into routine procedures through bureaucratic channels, but more than that, this implementation concerns on issues of conflict, decisions and who gets what from a policy. According to Grindle in Agustino (2008), the successful in implementing public policy could be count by its process, with questioning whether the program's target are in accordance with what has been determined, namely looking at the action program (targets) and whether the program objectives are achieved. Policy implementation are needed due to there are some issues that need to be addressed and solved. Therefore, this policy implementation seem highly important in all stage of policy

process. Without this implementation, the policy is just a plan without further action and will be in vain by times.

Based on Edwards III's theory, which refers policy implementation as crucial process because no matter how good a policy is, if it is not properly prepared and planned for its implementation then it was left as dream. And vice versa, no matter how good the preparation and planning for policy implementation, if the policy is not well formulated, then its goal cannot be achieved. Edward in Indiahono (2009) divided this policy implementation model as four variables that play an important role in achieving successful implementation, such as communication, resources, disposition and bureaucratic structure. Therefore, to achieve policy objectives, the policy formulation and its implementation should be well prepared and planned.

Online Single Submission (OSS)

Online Single Submission (OSS) is a program for reconstructing a licensing service system that was once carried out at the One Stop Service Office (PTSP) based on Article 25 paragraph (4) of Law no. 25 in 2007. The OSS is regulated based upon Government Regulation no. 24 in 2018 concerning electronically integrated business licensing services. The OSS is the integration of business licensing electronically with aim to increasing the capital and business.

The OSS was created to fulfill equality and justice without discriminating between people or business entities. This OSS system will causing problems if the local government (provincial or district/city) did not implemented the One-Stop Integrated Licensing System (PTSP). This system will provide a smooth path for investment licensing with large capital and direct influence with the central government, but for private companies that do not have a direct hub to the government, then certainly they will experience difficulties in implementing it. These OSS system also accessible at any time without time limit, by means it will be run for 24 hours.

The use of this system is also free from charge, thus fulfilling the principles of convenience, efficiency and low cost. Those Applicants can also print their own Business Identification Number without need to come to the licensing service office. PTSP office will provide alternative in order to assist the society if they experience problems in inputting data. The service principle is expected to provide accelerated speed in service and legal certainty to the public to support economic growth.

Ease of Business Licensing

Generally, the ease of doing business is an initiative that should be conducted by the Government in order to facilitate the legality process required by business actors in starting their business activities. A business license can be form as administrative legal product for individuals as well as business entities and legal entities to ensure their business, by obtaining their rights and obligations as legal subjects. Management of business licenses up to the operational stage requires account registration through Online Single Submission. Each applicant will get one account that need to be filled up based on the business license that will be made. After filling in that account and declared complete, an NIB (business identification number) will appear for individuals registered, business entities and legal entities. A business license could be said as complete if you already have an operational permit to run your business, before having that permits the business owners are requires to fulfill the business license commitments and commercial license commitments.

The Indonesian government in 2018 were trying to create a licensing system that efficient for everyone by depending on electronic system through the implementation of online single submission (OSS). This planning system was initiated and strengthened by the

issuance of regulation No. 24 in 2018 concerning the Electronic-Based Integrated Licensing Service System (Online Single Submission System or OSS). The OSS was created with hope to reforming business licensing services in order to encourage ease and certainty of doing business through standardized licensing services. However, after a year of implementing the OSS, those challenges/obstacles are still arise particularly relates to regulations, systems and procedures. Build up from that background, this study explores the map and root causes of the problems by encountered the implementation of OSS. This evaluation was conducted in regions that have so far played a significant role in the national economy.

Previous Research

Previous research conducted by Orywika (2021) shows that the OSS or electronically integrated business licensing system have a huge influenced by bureaucratic behavior, business actors as well as accelerated investment. Kusnadi & Baiqi (2020) shows the implementation of the OSS still have not been effective, so the purpose of OSS to improve quality and bring services closer to the community has not been achieve yet. Assegaf et al (2019) found an electronic-based licensing system to be a solution for all obstacles complained by business actors through assistance and coordination of obstacle resolution related to institutions. Rahayu et al (2021) found that the implementation of OSS business in licensing services at Samarinda City of the DPMPTSP which refers to Government Regulation Number 24 in 2018 concerning Electronically Integrated Business Licensing Services has not run optimally because there is still a digital divide, lack of understanding from the business actors in the use of OSS system in terms of registration and filling out the data on the process of issuing business licenses. Husni & Susanto (2020) revealed that the implementation of business licensing in Indonesia did not run so well, due to the obstacles such as regulatory, system and management aspects. So this not provided a guarantee of legal certainty to investors who will carry out investment activities in Indonesia. It is hoped that this research could provide a solution to these investment problem likewise to the investment licensing in Indonesia either.

Research Hypothesis

Build up from the phenomenon and theoretical studies that have been conveyed, the research hypothesis which can be formulated as follows:

1. Ho : There is no positive and significant affect between the implementation of (Communication (X1), Disposition (X2), Resources (X3), and Bureaucratic Structure (X4)) Online Single Submission (OSS) towards the ease of business licensing for Business Actors in North Sumatera Province.

Ha : There is a positive and significant impact cause of the implementation of (Communication (X1), Disposition (X2), Resources (X3), and Bureaucratic Structure (X4)) Online Single Submission (OSS) towards the ease of business licensing for business Actors in North Sumatera Province.

METHODS

The type of this research is includes as quantitative research. The research independent variable is Online Single Sub Mission (OSS) while the research dependent variable is the ease of business licensing. The research was performed on Business Actors who are trying to use Licensing Services through Online Single Submission (OSS) at the Investment Service Office and One-Stop Integrated Licensing Services of North Sumatera Province.

The population In this study are business actors or permit applicants who have been served by the Investment Service and One-Stop Integrated Licensing Services of North Sumatera Province in obtaining permits on an average of 180 permit applicants per month,

based on permit management data for the 2021 period. The sample in this study amounted to 108 respondents with the classification: 1) Large-Scale Business Actors; 2) Medium Scale Business Actors; and 3) Small Scale Business Operators. The classification of the sample is intended so that the respondents are able to provide different opinions and information on the questions or statements that will be submitted on the questionnaire sheet.

Primary data and secondary data have been used as data collection technique in this study. For primary data gathered through Field observation and questionnaires while secondary data obtained from books, scientific journals or other sources. The method used for analyzing data is through multiple linear regression analysis via data instrument test, classical assumption test and hypothesis test.

FINDINGS AND DISCUSSION

Data Instrument Test

According to this validity test results, it is recognize that all research questionnaire instruments have r-count values between 0.263 to 0.802 which are higher than r-table (0.1591), it could be said that it was declared valid. As for reliability test, the Cronbach’s alpha results which obtained on this research are worth of 0.897 or its value > 0.7, that would be means it was declared reliable.

Classic Assumption Test

Based on residual normality test results, it is known that the significance value (Asymp.Sig.(2-tailed)) is 0.31 which is higher than α value (0.05), so it is concluded that the data is normally distributed.

**Table 1. Presents Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		108
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.25032644
Most Extreme Differences	Absolute	.090
	Positive	.049
	Negative	-.090
Test Statistic		.090
Asymp. Sig. (2-tailed)		.031 ^c

From the multicollinearity test results, it is known that the variables of communication, disposition, resources and bureaucratic structure above have tolerance value for each variable which is higher than 0.10 and the VIF value obtained from the small test results is 10, meaning that there is no multicollinearity among the independent variables. From heteroscedasticity test through Glejser test, it is known that there is heteroscedastic occurs in the Bureaucratic Structure variable because the significance probability value which is below than 5%. Therefore, in order to overcome these issue, the data then transformed into the first form (first difference). So the results from heteroscedasticity test after these transformed was all the variables tested were free from heteroscedasticity problems.

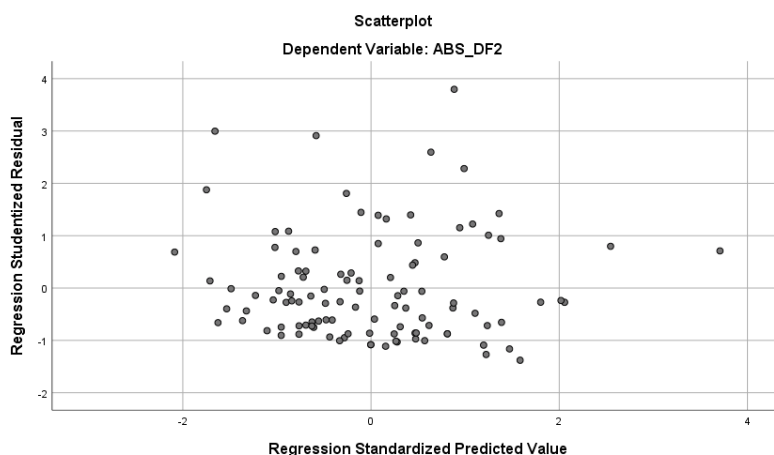


Figure 1. Heteroscedasticity Test Results

Hypothesis Test

From the results of the F test, it can be seen that the value of $F = 49.023$ with a significance value of 0.000. The significance value of 0.000 is less than the alpha value of 0.05 indicating that the variables of implementing online single submission (OSS) starting from communication, disposition, resources and bureaucratic structure together have a significant influence on the ease of business licensing.

Table 2. Illustrates F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	737.414	4	184.354	49.023	.000 ^b
	Residual	383.576	102	3.761		
	Total	1120.991	106			

The results of the partial test (t-test) can be seen from the Table 3:

Table 3. Presents Partial Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.010	.187		.052	.958
	dX1	.214	.070	.212	3.037	.003
	dX2	.129	.093	.119	1.396	.166
	dX3	-.033	.088	-.031	-.376	.707
	dX4	.593	.085	.626	6.957	.000

1. Elicited from the calculation of the table above, it shows that the communication variable has regression coefficient value of +3.037 with probability value of 0.03. The significance value below the alpha (α) value of 0.05 which indicates that communication variable has positive and significant impact on the ease of business licensing variable, so the H1 is accepted.
2. According to the table above, it shows that the disposition variable has regression coefficient value of +1.396 with probability value of 0.166. The significance value appear above the alpha (α) value of 0.05 which indicates that disposition variable has positive but insignificant effect towards the ease of business licensing variable, so H2 is rejected.

3. Based on the table above, it shows that resource variable has regression coefficient value of -0.376 with probability of 0.707. The significance value appear above the alpha (α) value of 0.05 which means that resource variable has negative and insignificant effect towards the ease of business licensing variable, so H3 also rejected.
4. From the table above, it is written that the bureaucratic structure variable has regression coefficient value of +6.957 with probability value of 0.000. Meanwhile the significance value appears below the alpha (α) value of 0.05 meaning that the bureaucratic structure variable has positive and significant affect towards the ease of business licensing variable, so H4 is accepted.

Lastly, based on the test results of the coefficient of determination from the variables X and Y who found that it has value of 0.811 or 81.1% which indicated that there is significant influence going on between these two variables. And the remaining of 18.9% is influenced by other variables which excludes from this research. The R Square value indicates that the power of the X variable (implementation of OSS) in influencing the variable Y (Ease of Business Licensing) which is 0.658 or around 65.8%.

Table 4. Results from the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.644	1.93921

Discussion

The results of simultaneous tests which performed by four variables, such as communication, disposition, resources and bureaucratic structure are indicated that the implementation of Online Single Submission (OSS) when those components were jointly analyzed have an impact towards the ease of business licensing at DMPPTSP of North Sumatera Province. The value of influence reached 65.8 percent. Communication used regarding OSS is in the form of using the website <http://dmpptsp.sumutprov.go.id/> as a medium for disseminating information related to various activities and licensing services at DMPPTSP of North Sumatera Province. This site provides various menus that can be accessed by service users in the form of: 1) online licensing 2) types and conditions of licensing 3) website 4) complaints 5) check permit status and 6) announcement of its licensing. Disposition includes the process of implementing office administration activity related to the process of completing work. Disposition regarding the delegation of work to areas that handle the completion of work. The resources relates to this matter include human resources, budget resources, equipment resources and authority resources. The bureaucratic structure could also define as the structure of the task operations of each section which is generally contained in the Standard Operational Procedure (SOP). Information regarding these four variables can be accessed through OSS therefore in the end these four components have role in facilitating business licensing at DMPPTSP of North Sumatera Province.

However, when it was analyzed separately these four (4) variables of the implementation of Online Single Submission (OSS), it found that there are two variables that have positive and significant impact on the ease of business licensing for business actors, namely communication and bureaucratic structure. As For the disposition variable has positive but with insignificant amount. While resource variable has negative but insignificant affect towards the ease of business licensing. Online service system which implemented through the OSS has facilitated service management and reduced the interaction of service users with Human resources at DMPPTSP of North Sumatera Province. Service users are facilitated by the existence of an online system which allows them to submit applications remotely without need to come directly to the service office. Through this condition, service

users won't need much of resources at the DMPPTSP of North Sumatera Province, both human resources and equipment resources. Service users only need to monitor the process that takes place via internet, starting from the information search stage, submitting an application until completing its process. Service users are facilitated by communication through the OSS system which contains detailed information regarding SOPs that should be passed by service users. The SOP information contains news or knowledge related to the disposition process up to the duration of completing the application submitted.

Communication based on the concept of Edward III, could be define on how the organization or the general public should be aware about this policies made by the organization. The implementers of Policy need to have clear vision regarding what should be done so the policy could be understood and avoid the distortion when implemented. Policy communication has several dimensions that need to be implemented by policy implementers, which is the dimensions of transmission, clarity and consistency. The implementation of the transmission dimension requires the delivery of policies to implementers and other target groups with an interest in services at the DPMPTSP of North Sumatera Province. As for implementers and target groups related to services at the Investment Service and PTSP North Sumatera Province, namely Regional Technical Devices regarding the process in issuing technical recommendations/considerations, while the target group which is the object of service users is business actors. The clarity dimension could be seen as the demands of certainty in the process of transmitting information to implementers and other interested target groups. The target is all the related stakeholders have clear information regarding the goals, objectives and substance by the means of public policy. The existence of an understanding regarding the goals, objectives and substance of the policy will determine the successful of policy which is effective and efficient. Through these clarity method as well as high commitment from stakeholders, it is hoped that it will be able to provide convenience and ensure that there is no confusion which will mislead the policy implementers, targets and interested parties. In order to maintain consistency in implementing the policies, especially in implementing the OSS, the Investment Service and PTSP of North Sumatera Province are refers to several regulations that issued by the Central and Regional Governments.

Bureaucracy was created as instrument in an efforts to handle public needs. Bureaucratic structure contains routine and systematic operational specifications through specialization, formal rules and regulations, functional grouping of tasks, centralized authority as well as spans of decision-making control following the chain of command. The bureaucratic structure must be efficient to ensure the policies compiled can run effectively. The main character of the bureaucracy is the availability of Standard Operating Procedures (SOP) to ensure certainty of the timing of resources and uniformity in the work organization which actually broad and complex. In order to make sure that those policies are regarding to the implementation of OSS, the DPMPTSP of North Sumatera Province has SOPs which serve as a guide for implementers and service users. According to Edward III's view, SOP has become potential obstacle to the implementation of policy especially when these policy implementation are requires new ways of working or types of personnel. In accordance with the research results, it shows that the bureaucratic structure has positive and significant impact to the ease of business licensing variable. This proven by the bureaucratic structure owned by the DPMPTSP Office of North Sumatera Province already which has shaped in good form. This likely happen due to system built by the OSS application which provided convenience and speed in Licensing completion process both the business actor and service implementer side. The combination of good communication and organizational structure can be motivation to optimize the use of OSS in facilitating business licensing in North Sumatera. This also could be seen through the socialization of SOP information which has been uploaded on the website of the Investment Service and PTSP of North Sumatera Province.

Those terms regarding SOPs and its bureaucratic structure as well as mechanisms that need to be passed by the applicant in order to complete the licensing process are clearly stated on the website.

Quoted from the Government Regulation Number 24 of 2018 article 20, the instruments for facilitating business licenses include: 1) Ease of registration; 2) Ease of Issuing Business Licenses and issuing of Commercial or Operational Permits based on Commitments; 3) Ease of Fulfillment of Business License Commitments and fulfillment of Commercial Commitments of Operational license 4) Payment of fees and Facilitation and 5) ease of validity period and Ease of Supervision. Based on the information which present by the start page of the OSS application, it is known that there are several menus that can be accessed easily, quickly and conveniently. The completeness of information which displayed is one of factors that makes it easier for the public/business actors to obtain information and direct access in order to fulfill the legality of their permit requirements. Each type of permit which displayed at the SOP will written its flow of business processes undertaken starting from receiving files by officers, data processing by the Head of General Affairs and Personnel Subdivision, processing by the Office Secretary, processing by the Head of Service and follow-up by the Head of the related Section and Head of Section. The information which submitted in detailed, including the deadline for document completion. The process of information disclosure like this will helps the service users to understand the flow of information better and more transparently.

In addition to the online single submission (OSS) application used by the Investment Service and PTSP of North Sumatera Province, there are also another supporting Licensing applications which are owned by the Investment Service and PTSP of North Sumatera Province which function to serve permits that have not been listed in the online single submission application. (OSS). The procedures in the application include, before entering the licensing process section, the applicant should access the features of the types and conditions of licensing. In this feature, applicants will see the types of license served and connected to the website owned by the Investment Service and PTSP of North Sumatera Province, including the requirements that should be completed. The requirements that need to be completed are in the form of a scanned file of the original document requirements according to the type of permit, up to the size that allowed in the system. This feature is also equipped with a complete attachment document regarding the bureaucratic flow that must be passed for each type of permit. Such a system makes it easier for applicants to learn all the requirements needed to get service. This site also has a complaints service, where applicants can submit their complaints either through the DMPPTSP North Sumatera Province website, or complaints through the LAPOR website which is also connected to the OSS DMPPTSP North Sumatera Province. For direct complaints through OSS, the applicant can report if: 1) abuse of authority occurs 2) community service 3) illegal levies 4) governance 3) social 4) duration of time 5) typo 6) attitude of service personnel 7) policies, as well as other complaints. Communities and businesses can also access information related to activities, policies and programs who run by the Investment Service and PTSP of North Sumatera Province through the same website which is <http://dpmptsp.sumutprov.go.id/>. Communities and business actors also can find various information related to the latest information regarding business opportunities and government policies to assist business development and facilitate investment in North Sumatera.

CONCLUSION

Build from the previous researched results, it is concluded that: 1) The implementation of Online Single Submission (OSS) at the Investment Service and PTSP of North Sumatera Province have been running well and effectively. This evidence by the results from the

simultaneous test which shows that the implementation of the Online Single Submission (OSS) variables which starting from Communication, Disposition, Resources and Bureaucratic Structure jointly have significant impact on the Ease of Business Licensing which performed by the Investment Service and PTSP North Sumatera Province; 2) But then if we separate the analysis towards that four (4) variables of Online Single Submission (OSS) implementation, so it is found that there are two variables that have positive and significant impact on the ease of business licensing for business actors, namely communication and bureaucratic structure. While the disposition variable has positive but insignificant. As for The resource variable has negative and also insignificant effect towards the ease of business licensing and 3) The results of this study indicates that the implementation of Online Single Submission (OSS) at DMPPTSP of North Sumatera Province is pair well due to it has been proven that it has good capacity to influence the ease of business licensing in North Sumatera as it shown by the policy implementation model of George C. Edward III that could be reached 65.8 percent.

Meanwhile, as for suggestions of this research, it can be written as: 1) The Investment Service officers and PTSP of North Sumatera Province are advised to maintain service quality through advancing the OSS system application in order to maintain satisfaction from service users 2) The Investment Service officers and PTSP of North Sumatera Province are advised to further optimize the communication function, especially those Socialization relates to the implementation of OSS activities for Business Actors and service user communities. Beside that, the role of assisted officers to help the business actors in inputting the OSS data should continue to be improved both in terms of competency and services quality that provided and 3) It is better to do more research relates to these matters which is the implementation of online Single submission (OSS) that likely applied in other government agencies in order to get better evaluation results on various things that can improve the optimization of the ease of doing business by the use of OSS application, both in terms of quality as well as quantity and ease of other licensing services.

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