

# Satisfaction of Management Medical Applicants Health Service License with Using the Application Cloud SiCantik in the Department of Investment and One Doors Integrated Service Medan City

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**Abstract**— Licensing is an important element to start any form of activity in today's business world. The process of obtaining permits for medical personnel can use the information system through the SiCantik Cloud Application. The management of health service licensing with the use of the Si Cantik cloud application at the Medan City DPMPTSP has its satisfaction for the applicant. This study described the satisfaction of medical personnel in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP. The type of research used is descriptive qualitative research with a phenomenological approach. The population in this study were all medical personnel who had already taken care of licensing health services and were currently under management at the Medan City DPMPTSP. The sample selection was done by purposive sampling using the homogenous sampling method and the samples obtained were 6 people. Collecting data with primary and secondary data and analyzed by three interrelated sub-processes, namely data reduction, data display, and conclusion drawing/verification. The results showed that there was satisfaction from medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP based on service requirements, registration procedures, completion time, and based on fees/tariffs. It is recommended to the Medan City DPMPTSP that it is recommended to shorten the process of obtaining health service licensing by using the Si Cantik Cloud application so that the issuance of permits is faster and it is recommended that applicants for medical personnel should pay more attention to registration procedures and be more thorough in uploading all requirements correctly so that there are no refunds, files and repair requests in the Si Cantik Cloud application.

**Keywords**— Si Cantik Cloud Application, Health Service, Licensing.

## I. INTRODUCTION

Licensing is an important element to start any form of activity in today's business world. Permits are also one of the elements used for protection of the law and rights to ownership or operation of activities. Without permission, various kinds of problems will arise that can disrupt the order and regulation of life in society (Setiawan & Anan, 2015).

The licensing process, especially business licensing, will directly affect the wishes and decisions of prospective entrepreneurs and investors to invest their capital (Saka et al., 2014).

Public services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients, as well as in the context of implementing the provisions of laws and regulations. The government has the function of providing various public services needed by the community, both in the form of regulation and other services in order to meet the needs of the community (Setiawan & Anan, 2015).

So many things are driven by licensing so that the activities to be carried out can be carried out. For example, permits in the health sector. Without permission, doctors, nurses, pharmacists and other health workers are easy to commit malpractice. This service is located in various regions in Indonesia, some of which have additional names according to regional regulations. In the city of Medan this service is called the One-Stop

Integrated Service Investment Service (DPMPTS Karimun, 2019).

Problems regarding public services cannot be separated from the bureaucracy because the government uses the bureaucracy in providing services to the community, but the reality has proven that since the bureaucratic reform agenda was rolled out, the community has not felt a significant change in public services. Currently, there are still many weaknesses in public services by government officials, so that they have not been able to meet the quality expected by the community. This is indicated by the existence of various public complaints submitted through the mass media, so that it can create an unfavorable image of the government and its apparatus. Given that the main function of the government is to serve the community, the government needs to continue to improve the quality of service (DPMPTSP & Karimun, 2019).

Licensing is part or one of the fields in the DPMPTSP in carrying out its duties assisted by the section in charge of organizing, processing, coordinating the preparation of general and technical licensing administrative documents and processing the issuance of permits. The permit issuance procedure is carried out starting from the applicant submits an application for the issuance of a permit, fulfilling the application requirements, until the issuance of a permit application whose results can be rejected or accepted (In & Republik, 2017).

The transfer of aspects and functions of the conventional government through the use of new technology is carried out

because the functions of the services provided are not optimal in overcoming the weakness of government apparatus services. One of the efforts made is by utilizing information technology in the form of an integrated licensing service (one-stop service) which is often called the One-Stop Integrated Service. Community services can be categorized as effective if the community gets easy service with short, fast, precise, and satisfying procedures. The success of increasing the effectiveness of public services is determined by the government's ability to improve the work discipline of service personnel. Efforts to evaluate the course of an organization can be done through the concept of effectiveness. The form of public dissatisfaction is often found in every region and city, one of which is a complaint addressed to the Medan City government in the field of licensing.

According to the research of Saka et al., (2014), the correlation value ( $r$ ) is 0.956 with a contribution value ( $R^2$ ) of 0.914 which means that service behavior is closely related to the level of community satisfaction. The comparison of the correlation value between the two relationships shows that service behavior is more strong relationship compared to service standards.

Although the majority of respondents thought that the quality of the one-stop licensing service at KPMPPT was good and they were satisfied with the licensing service they received.

A similar study with Yulianingsih et al., (2019) that the results of research related to the quality of licensing services on community satisfaction conducted at the Bogor Regency DPMPTSP are that the quality of licensing services affects community satisfaction at the Bogor Regency DPMPTSP seen from the results of the analysis between service quality variables and satisfaction variables. The community shows that service quality has a direct correlation with community satisfaction. The service quality variable can create a strong and significant relationship to community satisfaction.

DPMPTSP Medan City is one of the organizations providing public services in Medan City in the field of investment and one-stop integrated services. DPMPTSP in carrying out services, based on Medan Mayor Regulation Number 3 of 2017 concerning the Implementation of Delegation of Part of the Mayor's Authority to Medan City DPMPTSP in the Implementation of Government Affairs (Medan City Regulation No. 3 of 2017) and Medan Mayor Regulation Number 41 of 2018 concerning Delegation of Part of Authority Licensing and Non-Licensing to the Head of Medan City DPMPTSP.

Based on an initial survey conducted by researchers to 5 medical personnel who are processing work permits at the Medan City DPMPTSP, it was found that 3 people said they were satisfied with registration through the Si Cantik Cloud Application and 2 people said they were not satisfied with registering through the Si Cantik Cloud Application. The satisfaction of medical personnel applicants is very important to be considered by the Medan City Government so that government agencies and other SKPD can show positive performance by what has been achieved by DPMPTSP.

The phenomenon or obstacle that arises in the application for licensing medical personnel at the Medan City DPMPTSP

is the time for the permit issuance service, where the SOP for health service permits, especially the licensing of medical personnel, is around 10 days, but because the permit applications are processed in the health service sector, there are many and the number of personnel licensing officers. limited medical facilities, so the SOP requires time to complete the permit. Meanwhile, licensing documents that are processed in the health service sector are not only licensed for medical personnel.

Another phenomenon that occurs is incomplete documents, where incomplete documents will be sent via WhatsApp (WA) so that applicants will receive them directly via WhatsApp (WA). However, the process of fulfilling the requirements takes time, because when the applicant comes back to complete the document file, he or she must go through the general section and it will not immediately proceed to the Technical Team section, it will take between 5 to 10 working days. Because the document has been completely processed, the new Si Cantik Cloud application can be reprocessed to print out the medical personnel permit draft that is being applied for and when the permit collection time is over, the applicant comes to the Medan City DPMPTSP.

Another thing is the applicant's lack of information/knowledge, where the applicant who comes does not fully know the requirements for the permit he will apply for, causing problems for some applicants who feel that they should come must be served well in the hope that the documents are received even though they are incomplete. The lack of information needed by the applicant such as how to use Si Cantik Cloud, Application system on Si Cantik Cloud which can cause duplication of data from the applicant, requests that come in through Si Cantik Cloud outside of working hours, Si Cantik Cloud System with menus that are still confusing, Notifications received by applicants via WA has not detailed the error or lack of completeness uploaded to the Si Cantik Cloud application.

Based on the above background, the researcher is interested in conducting research entitled "Satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at DPMPTSP Medan City".

## II. LITERATURE REVIEW

### 2.1. Understanding Consumer Satisfaction

According to Setiawan & Anan (2015) said that consumer satisfaction is defined as a condition where consumer expectations for a product are by the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied.

Satisfaction is the result of consumer assessments that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less satisfied (Sudaryono, 2016).

Consumer satisfaction is a consumer's feeling, whether it be in the form of pleasure or dissatisfaction that arises from comparing a product with consumer expectations for the product. If the appearance of the product expected by

consumers does not match the reality, consumers will certainly feel dissatisfied and if the product is by or better than expected then satisfaction or pleasure will be felt by consumers (Singh, 2018).

## 2.2. Consumer Satisfaction Measurement

Measurement of customer satisfaction is very important for every business because this step can provide feedback and input to develop and implement strategies to increase customer satisfaction. According to Tjiptono (2015), there are several methods used by every company to measure and monitor the satisfaction of its customers and competitors' customers. Four methods to measure customer satisfaction, among others:

### 2.2.1. Complaint and suggestion system

A customer-oriented company will provide extensive opportunities for its customers to submit suggestions and complaints, for example by providing suggestion boxes, comment cards, and others. Information from these customers will provide input and ideas for the company to react responsively and quickly in dealing with problems that arise. So the company will know what its customers are complaining about and fix it immediately. This method focuses on identifying problems as well as gathering suggestions from direct customers.

### 2.2.2. Customer satisfaction survey

Most customer satisfaction research is carried out using various methods, such as survey methods, whether surveys by post, telephone, e-mail, website, or face-to-face interviews. Through this survey, the company will get feedback and direct feedback from customers and will also give a positive impression to its customers.

### 2.2.3. Stealth Shopping (Ghost Shopping/Mystery Shopping)

One way to get an idea of customer satisfaction is to hire some ghost shoppers to act or pretend to be potential customers. As a potential buyer of the products offered by the company and also from competitors' products. Then they will report their findings of the strengths and weaknesses of the company's products and competitors based on their experience in purchasing these products. In addition, ghost shoppers can also observe how to handle any existing complaints, either by the company concerned or from its competitors.

### 2.2.4. Analysis of lost customers (Lost Customer Analysis)

The company will contact its customers or at least find out its customers who have stopped buying products or who have changed suppliers, to understand the reasons why these customers are moving elsewhere. With the increase in the customer lost rate, where the increase in the customer lost rate indicates the company's failure to satisfy its customers.

## 2.3. Satisfaction Classification

According to Singh (2018), to determine the level of customer satisfaction can be classified into several levels as follows:

### 1. Very satisfying

Defined as a measure of the outcome of the patient's feeling that describes health services fully or mostly according to the patient's needs or desires, such as very clean (for infrastructure), very friendly (for dealing with doctors or nurses), or very fast

(for administrative processes), all of which describe a very high level of service quality.

### 2. Satisfying

Defined as a subjective measure of the patient's assessment results, which describe health services as not fully or as appropriate to their needs or desires such as not too clean (for facilities), somewhat less fast (administrative processes), or less friendly, all of which describe the level of quality in the moderate category.

### 3. Unsatisfactory

Defined as a subjective measure of low patient feeling, which describes health services that do not meet their needs or desires, such as not being too clean (for facilities), a bit slow (for administrative processes), and unfriendly.

### 4. Very unsatisfactory

Defined as a subjective measure of the results of the assessment of the patient's feelings of being low, which describes health services that do not meet their needs or desires, such as not being too clean (for facilities), a bit slow for (for administrative processes) and unfriendly. All of these describe a low level of category quality (Setiawan & Anan, 2015).

## 2.4. Using the Si Cantik Cloud Application

Si Cantik Cloud is an abbreviation of the Integrated Licensing Service Intelligent Application for the public, which seeks to use a web-based cloud system used by DPMPTSP in carrying out licensing services electronically.

The Si Cantik Cloud application is a web-based licensing service application in the form of an information system that is used to assist the licensing process with centralized data storage, as well as to make it easier for applicants to know the progress of their submitted permits.

Si Cantik Cloud helps Regional DPMPTSP to focus more on providing excellent service to the community without having to build and maintain a reliable electronic system. Being CLOUD, the infrastructure related to servers and data storage is directly handled by the Central Kominfo (DPMPTSP & Karimun, 2019).

The benefits of this Change Project include:

### 1. Share DPMPTSP

a. Licensing services at DPMPTSP and a faster, more effective, and efficient workforce towards excellent service (excellent service)

b. Fulfillment of requests for licensing data quickly and accurately

c. Other fields can access permission data without having to manually request permissions because basically between fields are interconnected and need each other

### 2. Benefits for stakeholders

Stakeholders obtain the required data accurately and in a relatively short time so that it can help facilitate and speed up the evaluation of the related SKPD.

### 3. To improve the quality of public services

Encouraging faster, more precise, and accurate service towards excellent service

### 4. Society and Entrepreneurs

Provide convenience for the public to obtain information related to licensing (DPMPTSP & Karimun, 2019).

### 2.5. SiCantik Goal

Sicantik's main target is people who apply for permits. Before this service is released, interested people must come directly to the office to complete the permit application submitted and wait within the specified period. The stages of receiving permits that are processed by the service operator before the service is used are quite different.

The difference is in terms of how to check the applicant's documents manually, then verify by the authorized department according to the flow of applying for a valid permit.

### III. METHODS

This research is qualitative. The research used is descriptive qualitative research. Descriptive qualitative research is research with a phenomenological approach. Research conducted to obtain answers or in-depth information about a person's opinions and feelings allows getting things that are implied about attitudes, beliefs, motivations, and individual behavior (Siswanto, 2013).

Qualitative research emphasizes the researcher as a research tool using analysis with an inductive approach. The process and meaning are highlighted, the theoretical basis is useful in providing an overview of the background and as a material for discussion of research results.

This research is naturalistic based on field data, carried out in natural conditions and the field data is used as material in the process of formulating the theory of research results, seeing a natural phenomenon, not human/researcher manipulation. The research descriptive approach focuses on finding facts regarding the satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP.

A population is a certain group of individuals or components that are the focus of research. The target population is the entire set of individuals or elements that meet the sampling criteria. The population in this study is all medical personnel who have already taken care of licensing health services and are currently under management at the Medan City DPMPTSP.

The sample selection was carried out by purposive sampling using the homogeneous sampling method. Intake of research informants is based on the idea that qualitative research requires a depth of extracting information related to the object or research problem, therefore it is not directed at the number but based on the principle of suitability and adequacy until it reaches data saturation, as found by Creswell's version of Sugiyono (2018). ) which recommends a relatively small number of informants for phenomenological studies by considering the researcher's ability to delve deeply into individual experiences. Informants are subjects who understand the object of research as actors and people who understand research.

Informant research uses a method by determining the criteria for informants who can provide information.

Inclusion criteria:

1) Status as medical personnel

2) Medical personnel who have obtained a Practice License (SIP)

3) Willing to be interviewed

Exclusion criteria:

1) The condition cannot be interviewed

2) Not willing to be interviewed

The second purpose of the informants is to collect the information that forms the basis and design of the theory that is built.

Kriyantono said that qualitative data is data in the form of words or sentences and narratives. Respondents and their informants are based on a process of achieving information quality. After the prospective informant is willing to be the subject of the new research, data collection is continued by in-depth interviews and observations (Sugiyono, (2018)).

The data in this study are:

1. Primary data was obtained through in-depth interviews with informants based on the interview guide that had been prepared. Before the data collection process was carried out, the researcher first compiled interview guidelines that aimed to facilitate the researcher so that the questions asked were directed and by the research objectives. Interview guidelines are not rigid, because these questions can develop according to the process that takes place during the interview. The form of questions used is generally open, which allows the informants to freely express themselves, determine the type and amount of information to be obtained and ask what are important and important information they experience that they have never experienced before. The series of questions arranged in the interview guide is not equipped with predetermined answer options, but the desired answers are as broad, detailed, and complete as possible. An interview guide is a kind of signpost that is used to direct a researcher so as not to get stuck looking for data outside of the problem and the purpose of his research. Another technique is observation. According to Karl Weick in Grace, observation is a selection, modifier, recording, coding of a series of behaviors and conditions relating to the organizational theory that is learned and taught, by empirical goals. The purpose of observation is to describe the setting being studied, the activities that take place, the people involved in the activity, and the meaning of the event from the perspective of those who are seen in the observed event.

Burhan states that observation is important because:

(1) Research will gain a better understanding of the context in which the thing being researched or will occur.

(2) Observation allows research to be open, oriented towards discovery rather than proof, and maintains the choice to approach the problem inductively.

(3) Observation allows researchers to see things that the research subjects themselves are less aware of.

In this study, researchers will directly observe how satisfied medical personnel are in obtaining health service licensing by using the Si Cantik cloud application at the Medan City Investment and One-Stop Integrated Service Office.

2. Secondary data is obtained from the profile of the Medan City Investment and One-Stop Integrated Service Office.

#### IV. ANALYZE AND RESULT

##### 4.1. General Description of Medan City DPMPTSP

The Medan City One-Stop Integrated Service and Investment Office were formed in February 2017 based on Government Regulation Number 18 of 2016 concerning Regional Apparatus. This agency is a merger of two agencies that have been serving since 2009, namely the Investment Board and the Integrated Licensing Service Agency.

The unification of these two agencies was not sudden, because it has been hinted at successively by Government Regulation Number 38 of 2007, Government Regulation Number 41 of 2007, Presidential Regulation Number 27 of 2009 to Presidential Regulation Number 97 of 2014. PP. 18 of 2016 itself was later detailed again by the Minister of Home Affairs Regulation Number 100 of 2016 which regulates the nomenclature and organizational structure of the DPMPTSP.

DPMPTSP Medan City is one of the organizations providing public services in Medan City in the field of investment and one-stop integrated services. DPMPTSP in carrying out services, based on Medan Mayor Regulation Number 3 of 2017 concerning the Implementation of Delegation of Part of the Mayor's Authority to Medan City DPMPTSP in the Implementation of Government Affairs (Medan City Regulation No. 3 of 2017) and Medan Mayor Regulation Number 41 of 2018 concerning Delegation of Part of Authority Licensing and Non-Licensing to the Head of the Medan City DPMPTSP (Medan City Regulation No. 41 of 2018).

The purpose of the establishment of the Medan City Investment and One-Stop Integrated Service (DPMPTSP) is to provide excellent and one-stop licensing services. This is expected to encourage the creation of a conducive business climate for investment and investment in the context of empowering the people of Medan City's economy. The principles of excellent service are as stated in the Minister of Administrative Decree No. 81 of 1993, including simple, clean, safe, transparent, efficient, economical, fair, and timely.

##### 4.2 Informants

The informants in this study were 6 medical personnel consisting of 4 men and 2 women. Characteristics of informants consisting of age and gender can be seen in Table 1.

TABLE 1. Distribution of Informants Based on Characteristics

Informants	Ages(Years)	Genders	Description
1	28	Woman	General practitioners
2	29	Man	General practitioners
3	32	Woman	General practitioners
4	29	Man	General practitioners
5	33	Man	General practitioners
6	31	Man	General practitioners

##### 4.3. Satisfaction in Healthcare Licensing Management

The results showed that of the 6 informants interviewed, 6 informants stated that the requirements were a photocopy of a doctor's registration certificate issued and legalized original by the Indonesian Medical Council which is still valid, a statement letter having a place of practice or a certificate from a health service facility as a place of practice, recommendation letter

from the IDI professional organization according to the place of practice, 3 (three) pieces of 4 x 6 color photographs, a permission letter from the head of the agency/health service facility where the doctor in question works (especially for doctors who work in government health service facilities or health facilities). government-appointed health services/PNS), photocopy of ID card, photocopy of diploma (legalized), photocopy of NPWP, and photocopy of facility permit for doctors who practice in health care facilities (hospitals/clinics).

Based on the results of the study, an overview of the service requirements was obtained, namely, from 8 interviewed informants, 6 informants stated that the requirements were a photocopy of a doctor's registration certificate issued and legalized original by the Indonesian Medical Council which was still valid, a statement of having a place of practice or a certificate from a health service facility. as a place of practice, a letter of recommendation from the IDI professional organization according to the place of practice, 3 (three) pieces of 4 x 6 color photographs, a letter of permission from the head of the health care institution/institution where the doctor in question works (especially for doctors who work in service facilities). government health or health service facilities appointed by the government/PNS), photocopy of ID card, photocopy of diploma (legalized), photocopy of TIN, and photocopy of facility permit for doctors who practice in health care facilities (hospitals/clinics).

Then from 6 informants interviewed, 5 informants stated that the requirements were easy to fulfill and 1 informant stated that it was the same as not using the Si Cantik Cloud application, 3 informants stated how to upload the requirements by opening the Si Cantik Cloud website by visiting <http://si.cantikui.jasa.go.id>, register, fill out the user data form by uploading the requirements, fill out the user identity form by uploading the required requirements according to the application and verify the si Cantik cloud account and 3 informants said they just followed the steps and what the siantik application asked for cloud, 6 informants stated that there was no difficulty in uploading the requirements on the Si Cantik Cloud application and 6 informants stated they were satisfied with the requirements and when uploading the requirements on the Si Cantik Cloud application.

The results showed that the majority of informants stated that the requirements for obtaining a medical license for medical services were easy to fulfill because the requirements were general as medical personnel, and all the requirements requested were easy for the applicant to fulfill, as described below:

"Yes, the requirements are easy to fulfill....."  
(Informant 1)

"Easy, because the requirements are easy to fulfill".  
(Informant 2).

"The requirements used are easy to fulfill by the applicant".  
(Informant 6).

However, there is one (1) different informant who stated that the requirements for obtaining a health service permit for medical personnel are the same as using the Si Cantik cloud application directly, as stated below:

"It's the same as using the Si Cantik Cloud application directly.... The conditions are the same, it's just easier in the management process....."

(Informant 5).

The satisfaction of medical personnel applicants in managing health service licensing by using the Si Cantik Cloud application regarding the requirements for obtaining permits at the Medan City DPMPTSP is very satisfied because the requirements requested in the Si Cantik Cloud application program are easily collected and how to use the Si Cantik Cloud application is very easy because all you have to do is follow the content and instructions. in the application, as disclosed below: "He's satisfied.... satisfied with the requirements and uploaded the requirements to the Si Cantik Cloud application".

(Informant 1)

"Yes ... the requirements and when uploading all the requirements are very satisfied".

(Informant 3).

"Of course, I am satisfied, because the requirements are easy to fulfill, and uploading it is also not difficult."

(Informant 4).

"I was satisfied with the requirements and uploaded it".

(Informant 6).

The satisfaction of obtaining a health service license based on the conditions for obtaining a license is relatively good, this happens because the applicant perceives the requirements as being easily fulfilled and by the expectations of the applicant. This is by Sangadji et al. (2018) said that consumer satisfaction is defined as a condition where consumer expectations for a product are by the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied (Sangadji et al., 2018).

Based on the results of the study, it was obtained an overview of the costs/tariffs for managing health service permits, namely, 6 informants stated that there was no fee/price for the main levy specified in the management of service permits using the Si Cantik Cloud application, 6 and 6 informants stated that they were satisfied with the costs/tariffs in obtaining service permits with the use of the Si Cantik Cloud application because it is free.

This study shows that the description of the costs/tariffs for obtaining a health service permit is that there are no officers who ask for levies and the issuance of a permit. The absence of fees/tariffs is very helpful for medical personnel in obtaining service permits. This is by the Regulation of the City of Medan No. 41 of 2018 that the purpose of integrated services is to provide legal protection and certainty to the community, shorten the service process, realize a fast, easy, cheap and affordable, and economical service process.

The satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application regarding the fees/tariffs required in obtaining permits at the Medan City DPMPTSP is very satisfied because there are no specified fees/tariffs, meaning that the licensing of health services using the Si Cantik application is free.

This proves that the Medan City DPMPTSP helps the community in obtaining permits and is committed to providing

free or no-cost services in managing health service licensing by using the Si Cantik Cloud application as stated by the following informants:

"Yes, I am very satisfied because there are no fees/tariffs.

(Informant 3)

"Oh.... Of course, I am satisfied because there is no specified fee/tariff, this management is free."

(Informant 4)

"Satisfied, because there is no fee/tariff for obtaining permission using the Si Cantik Cloud application."

(Informant 6).

According to (Sangadji et al., 2018), consumer satisfaction is defined as a condition where consumer expectations for a product are by the reality received by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied.

According to Andoko (2016), one of the forms of community satisfaction is that there are no complaints from the applicant regarding the fees specified in the licensing sector. This is by the Medan City government implementing licensing services using an online-based One-Stop Integrated Licensing Service System as an effort to make it easier for the public to take care of permits that are fast, easy, cheap, and transparent.

This study is by the research of Saka et al., (2014) that there are factors that influence community satisfaction with the quality of licensing services, as for one of the factors, namely that there are no officers who ask for additional fees other than the basic fees for retribution and issuance of permits according to standard requirements. that have been applied in serving the permit-making process.

## V. CONCLUSION

The conclusions from this research are

1. There is the satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP based on service requirements. Applicant satisfaction occurs because the requested requirements are easily fulfilled and by the applicant's expectations
2. There is the satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP based on the registration procedure. The applicant's satisfaction occurs because the procedures in the Si Cantik Cloud application are very clear and detailed systematically and by the applicant's expectations that through the Si Cantik Cloud application it is easier to obtain health service permits.
3. There is the satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP based on the completion time. Applicant satisfaction occurs because the period after registering for a permit until the issuance of a health service permit is only 2 weeks or 3 weeks.
4. There is the satisfaction of medical personnel applicants in obtaining health service licensing by using the Si Cantik Cloud application at the Medan City DPMPTSP based on fees/tariffs.

Applicant satisfaction occurs because there is no specified fee/tariff (free).

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