

The Effectiveness of SiCantik Online Applications in Pharmacy Facilities Licensing Services at the Department Investment Services Integrated One Door in Medan City

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Abstract— The effectiveness of licensing services by using the Si Cantik online application at the Medan City DPMPTSP has not run optimally. This study aims to analyze the effectiveness of the Si Cantik online application in licensing services for pharmacy facilities at the Medan City Investment and One-Stop Integrated Service Office. The type of research used is descriptive quantitative research, namely the method in the form of numbers (numeric) using a descriptive analysis approach. The population in this study is the entire pharmacy staff who have taken care of licensing applications for pharmacy facilities at the Medan City Investment and One-Stop Integrated Service Office, amounting to 98 people and a sample of 50 people. Data collection with primary and secondary data and analyzed based on the effectiveness formula. The results showed that the online application service procedure of Si Cantik in obtaining licensing for pharmacy facilities at DPMPTSP Medan City was quite effective, the service completion time was effective, service costs were effective, service products were very effective, service infrastructure was quite effective and the competence of service providers was quite effective. It is recommended to the Medan City DPMPTSP that the implementation of the effectiveness of online-based licensing services goes well, towards several indicators that are not yet very effective and need to be improved again such as the procurement of socialization and procurement of complete procedures, procurement of service infrastructure and accountability of the officers to permit applicants and preferably make efforts so that the implementation of the effectiveness of online-based licensing services goes well and can be carried out by conducting outreach to the public directly and carrying out supervision and direction by superiors to each officer.

Keywords— Effectiveness, Si Cantik Application, Licensing Service.

I. INTRODUCTION

The Smart Application for Integrated Licensing Services for the Public (SiCANTIK) is an alternative online licensing application to handle several licenses that are not covered in the Online Single Submission (OSS). This application can be used by applicants either through computer devices or mobile phones (android) provided that they must be connected to the internet network (Kemenkominfo RI, 2020).

The objectives to be achieved by the Si Cantik application are the efficiency, effectiveness, and accountability of licensing services, convenience and comfort for the community as well as supporting faster decision/policy making, procedures with accurate and up-to-date data, this is a translation of Presidential Regulation Number 91 of 2017 concerning Acceleration of Business Implementation (Kemenkominfo RI, 2020).

Currently, Si Cantik is an alternative online licensing application to handle several licenses that are not fully covered in OSS because they are only devoted to business license applications. Through Si Cantik Cloud, DPMPTSP can serve 7 applications in the health sector including Midwife Practice permits, Nurse Practice permits, Doctor Practice permits, Doctor Internship Practice permits, Pharmacist Practice Permits, and Nutrition Work permits (DPMPTSP Seruyan Regency, 2019).

Licensing is an important element to start any form of activity in today's business world. A permit is also one of the elements used for protection of the law and rights to ownership

or operation of business activities. Without permission, various kinds of problems will arise that can disrupt order and influence life in society. Permits are used to direct or control certain activities, prevent the dangers that can be caused by certain activities, protect certain objects, select people and or certain activities.

Therefore, it is clear that a business activity permit is needed. For example, permits in the health sector (Puti, 2019).

The effectiveness of community services can be categorized as effective if the community gets convenience with short, fast, precise, and satisfying procedures. Success in improving effective services is generally determined by the government's ability to improve work discipline in ASN. Where public services involve very broad aspects of life. In the life of the state, the government has the function of providing various public services needed by the community. Demands for improving good and satisfying public services to the community (Jannah, 2018).

After scrutiny, it turns out that the Si Cantik application provides an overview of optimal, transparent, and accountable services. Of course, we hope that we can adopt this in the provision of licensing and non-licensing services. For this reason, supporting infrastructure and human resources are sought. Si Cantik is an open-source web-based application consisting of regional portals and back-office applications that are integrated so that it can be implemented using a local network or internet network (DPMPTSP Buleleng Regency, 2014).

Si Cantik Services is oriented towards optimizing information services related to licensing for the community. In addition to facilitating the application process, the procurement of this service is also intended to assist the licensing process carried out by someone who is far from the licensing service. With the Si Cantik service, the community can carry out the licensing process anywhere without coming directly to the licensing office and there is no need to queue to carry out the process. permits. The benefits are efficiency and effectiveness of licensing services, accountability of licensing services, convenience and convenience of services for the community at low costs, increased employee productivity, traceability and monitoring of the licensing service process, and supports faster decision/policy making based on accurate data. and updated (Darmawan et al., 2019).

The effectiveness of using the Si Cantik Cloud online application in processing pharmacy facility permits is very important for the Medan City Government to pay attention to so that Government Institutions and other SKPD can show positive performance by what has been achieved by the Medan City One-Stop Integrated Service Investment Service (DPMPTSP) (DPMPTSP Medan City, 2020).

Based on interviews conducted with applicants for licensing Pharmacy facilities at the Medan City Investment and One-Stop Integrated Service Office, it was found that 3 people did not use the Si Cantik online application in the Pharmacy Facility Licensing service and 2 people had used it, but from these 2 people, 1 person did not understand how to use it. the application. This situation shows that Pharmacy Facility Licensing applicants are more likely to use conventional methods for licensing applications, namely by coming directly to the licensing office in submitting a permit application and not feeling less effective from the Si Cantik online application.

Based on the description of the background of the problem, the authors are interested in researching with the title "Effectiveness of Si Cantik Online Applications in Licensing Services for Pharmacy Facilities at the Investment Service and One-Stop Integrated Service of Medan City.

II. LITERATURE REVIEW

2.1. Definition of Effectiveness

Effectiveness is the relationship between output and goals. The greater the contribution of output to the achievement of goals, the more effective the organization, program, or activity. Effectiveness is the ability to choose the right goals or objectives and achieve them. Therefore, effectiveness refers to the relationship between the output or what has been achieved or the results achieved with the goals or what has been set in the plan or the expected results. An organization is said to be effective if the output produced can meet the expected goals (Mahmudi, 2015).

According to Mardiasmo (2014), the notion of effectiveness is related to the achievement of policy goals or targets. Effectiveness is the relationship between output and goals or objectives to be achieved. Operational activities are said to be effective if the activity process achieves the ultimate goals and objectives of the policy. So in the budgeting process, it is

directed to be oriented towards output and impact through effectiveness measures (Mardiasmo, 2014).

2.2. Effectiveness Criteria

Effectiveness is a measure of success in achieving predetermined goals. Effectiveness shows success in terms of whether or not the predetermined indicators are achieved, namely the right amount, time, target, price, administration, and quality. If the activity is closer to the indicator, it means the higher the effectiveness.

To increase effectiveness at the RTS level, the government implements a good management system, time management, and management. In calculating the percentage of effectiveness, it is categorized as effective if it reaches a minimum of one percent and a maximum of one hundred percent (Mahmudi, 2015).

According to Ding (2014), the scale and classification of performance measurement of government agencies is presented in Table 1 below: (Ding, 2014).

TABLE 1. Scale and Classification of Performance Measurement of Government Agencies

Measurement Accuracy (%)	Effectiveness Criteria
≤ 20%	Very ineffective
21% - 40%	Ineffective
41% - 60%	Effective enough
61% - 80%	Effective
81% - 100%	More effective

2.3. Effectiveness Criteria

The effectiveness criteria are as follows:

- Effectiveness criteria should reflect the input output cycle, not a simple output
 - The effectiveness criteria must reflect the relationship between the organization and the larger environment in which the organization is located (Ding, 2014).
- Third, the long-term effectiveness criterion, namely survival, is (Ding, 2014).

2.4. Effectiveness Approach

The effectiveness approach is used to measure the extent to which the activity is effective. According to Ding (2014), there are several approaches used for effectiveness, namely:

a. Goal Approach

This approach tries to measure the extent to which an institution has succeeded in realizing the goals to be achieved. The targeted approach in measuring effectiveness begins with identifying organizational goals and measuring the level of organizational success in achieving these goals. An important target to consider in measuring effectiveness with this approach is a realistic target to provide maximum results based on the official "Official Goal" target by paying attention to the problems it causes, by focusing on the output aspect, namely by measuring the success of the program in achieving the planned output level.

b. Source Approach (System Resource Approach)

The sourcing approach measures effectiveness through the success of an institution in obtaining the various sources it needs. An institution must be able to obtain a variety of sources and also maintain conditions and systems to be effective. This

approach is based on the theory of the openness of an institution's system to its environment, because the institution has an even relationship in its environment, wherefrom the environment the resources contained in the environment are often rare and of high value. The sourcing approach in the organization's business activities is seen from how far the relationship between the members of the business program and the surrounding environment, which is trying to be a source in achieving goals.

c. Process Approach (Internal Process Approach)

The process approach considers the efficiency and soundness of an internal agency. In an effective institution, internal processes run smoothly where the activities of the existing sections run in a coordinated manner. This approach does not pay attention to the environment but focuses on the activities carried out on the resources owned by the institution, which describes the level of efficiency and the health of the institution (Ding, 2014).

2.5. Effectiveness of Online-Based Licensing Services

According to Savinatunazah's research (2018) that the indicators of the effectiveness of online-based licensing services are:

2.5.1. Service procedure

a. Availability of procedures or instructions in operating an online system that is documented or announced in language or information that is understood by service users.

b. Easy and clear service process

2.5.2. Service completion time

a. There is clarity of time (clarity of how long the service process will be completed).

b. Achievement of effective time from the start of the application to the end of the service process.

2.5.3. Service fee

a. There is a breakdown of the rates set so that the payment is clear.

b. There are no other levies other than the fees stipulated in government regulations.

2.5.4. Service products

a. Quality, in which the service delivery runs smoothly and according to procedures and produces satisfaction for consumers.

b. The quantity, from the start of submission, the service process to the end of the service, must comply with the specified procedure.

c. Products provided to the public must be accurate, correct, appropriate, and legitimate.

2.5.5. Service facilities and infrastructure

a. Facilities that support the service

b. Supporting infrastructure in service

2.5.6. Competence of service providers

a. Service officers who already have qualifications of proficiency in the field of information technology

b. Service providers must be responsible for the quality of services provided and the resolution of complaints or problems in the implementation of public services (Savinatunazah, 2019).

III. METHODS OF RESEARCH

The type of research used is descriptive quantitative research, namely the method in the form of numbers (numeric) using a descriptive analysis approach, namely the author describes the problem based on existing data then analyzes it further and then concludes.

This research was carried out at the Medan City Investment and One-Stop Integrated Service Office and the Pharmacy which has taken care of Licensing in the Medan City area. The location of this study was chosen because it is a one-stop integrated health service center in Medan City.

Data collection was carried out through a list of questions to measure the effectiveness of the Si Cantik online application in licensing pharmacy facilities. To obtain the effectiveness variable of the Si Cantik online application, a questionnaire or statement of 13 questions was compiled. In each structured question using the Guttman scale the choice of option with yes (weight 1) and option choice no (weight 0).

The initial stage in the preparation carried out by researchers is to prepare instruments in the form of questionnaire sheets in the form of statements that represent several variables to be studied. The next stage is the researcher applying for permission to research educational institutions (Master's Program in Public Health at Prima Medan University), then after the permit application is obtained, it is immediately delivered to the research location. Furthermore, the researchers applied for permission to conduct research. If you have received permission, the researcher conducts an initial survey by looking at the room to determine to sample.

The implementation stage is carried out after getting prospective respondents, then the researcher will introduce himself and explain to the prospective respondents about the purpose of this research, then prospective respondents who are willing are asked to sign the consent form that has been prepared by the researcher.

In the next stage, the researcher gave the questionnaire sheet according to attachment 1 to the respondent, then the researcher recorded the results of the questionnaire sheet that had been filled out by the respondent. Questionnaire sheets were given to respondents to measure and determine the level of satisfaction with the application for a pharmacy operating license.

Test the validity using the Pearson Product Moment formula and see the interpretation and correlation index. The validity test in this study relates to the questions contained in the questionnaire regarding the effectiveness of the Si Cantik application.

The validity test aims to determine the extent to which a measure or value indicates the level of reliability or validity of a measuring instrument by measuring the correlation between variables in reliability analysis by looking at the corrected item correlation value, provided that if the value of $r_{count} > r_{table}$, then it is declared valid and vice versa. (Polit & Beck, 2014).

Then based on the results of the validity test, it was found that the service procedure variables, service completion time, service costs, service products, facilities and infrastructure and the competence of service providers showed that the correlation results showed that all items had a correlation > 0.361 , so it can

be said that the measuring instrument items were valid and can be used in research data collection.

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 Characteristics of Respondents

To see the characteristics of the respondents (age and gender) can be seen in Tables 2.

TABLE 2. Distribution of Respondents Characteristics in DPMPTSP Medan City

No	Characteristics	f	%
Ages (Years)			
1	< 25 Years	16	32.0
2	26-30 Years	19	38.0
3	30-35 Years	10	20.0
4	> 35 Years	10.0	
	Total	50	100.0
Gender			
2	A Man	21	42.0
3	Woman	29	58.0
	Total	50	100.0

Based on the table above, it can be seen that the age of respondents in the DPMPTSP Medan City is more with the age of 26-30 years as many as 19 people (38.0%) and fewer with age > 35 years as many as 5 people (10.0%) with sex more many with women as many as 29 people (58.0%) and less with men as many as 21 people (42.0%).

4.3. Service Procedure

Based on the results of the study, it was found that the procedure for the online application service of Si Cantik in obtaining licensing for automatic facilities at the Medan City DPMPTSP was 60%, meaning that it was quite effective. This situation shows that the online apototic facility licensing service procedures at the Medan City DPMPTSP are still not good.

The service procedure is the ease of service stages provided to the applicant in terms of the simplicity of the service flow, the clarity of service requirements. Dimensions of service procedures related to the effectiveness of online licensing service procedures at DPMPTSP Medan City can be seen in terms of the simplicity of the service flow and a series of processes or work procedures that are related to each other so that there are clear and definite stages, as well as the ways that must be taken in a series of service solutions.

Service procedures are generally equipped with instructions and service processes so that the data provided to service providers is accurate and accountable. To find out about the service procedures in obtaining permits with the Si Cantik online application system, the researchers asked the respondents regarding this, namely how the availability of procedures or instructions in the implementation of the online system which is documented or announced in language or information that is understood by service users and service processes. easy and clear.

The procedure for using the Si Cantik application starts from the registration of the applicant by opening the Si Cantik si Cantikui.Jasa.go.id login page, then clicking the "applicant registration" hyperlink, completing the registration form then click the "register" button, the applicant data will be entered into the applicant list, the second step with the Approval admin, then validate the applicant's email with the menu clinic "applicant registration transaction, click the "ok" button a validation email will be sent to the applicant and the applicant just approves to activate his account, next is to log in as an applicant by opening the si Cantik login page, then click the button "log in" the applicant will enter the applicant page.

Then process the permit application by clicking the "permit application transaction menu, a list of existing permit applications will appear, click the "create new application" button, a permit application form will appear and fill in the existing data such as type of application, type of permit application number, unit, type application, and location.

Furthermore, it is seen in the field regarding the availability of procedures or instructions and easy and uncomplicated services that have not run optimally, seen from the unavailability of information boards related to online licensing service procedures and the applicant's lack of ability to operate online licensing programs through computers.

The service procedure is categorized as effective if the permit applicant gets the convenience of service with a short, fast, precise, and satisfying procedure. According to Andoko (2016), an activity can be said to be effective if it is carried out correctly and by procedures, while efficient if the activity is carried out correctly and can provide useful results.

This is by the January (2017) research on the effectiveness of licensing administration services at the Medan City Investment and One-Stop Integrated Service Office that the service procedure is clear and also runs by the existing service mechanism. The required service procedures are informed to the service user community and the licensing service process is carried out based on a sequence and only involves the personnel that has been determined (January 2017).

4.4. Competence of Service Providers

Based on the results of the study, it was found that the competence of the Si Cantik online application service provider in managing the licensing of apototic facilities at the Medan City DPMPTSP was 60%, meaning it was effective. This situation shows that the competence of service providers for licensing pharmacy facilities at the Medan City DPMPTSP online is not good.

Competency of service providers with indicators of service officers who have qualifications of proficiency in the IT field, and service providers who must be responsible for the implementation of services, the implementation of service providers who have qualifications of proficiency in the field of IT is that the Medan City DPMPTSP does not place officers by with proficiency qualifications in the IT field, but through several considerations that the Medan City DPMPTSP did before finally being submitted to the BKD for the placement of its officers.

The implementation of officers who must be responsible for providing services can be said to be responsible, such as if there is still a lack of requirements then the officers always inform as soon as possible via direct information or telephone to each applicant, and the Medan City DPMPTSP always conducts performance evaluations of each employee who adjusted by looking at the Community Satisfaction Index as well as several complaints that are accommodated in the complaint field to be used as evaluation material.

This is not by Savinatunazah's research (2019) regarding online-based licensing service activities at the Ciamis Regency Investment and One-Stop Integrated Service Office. must be able to be responsible for the implementation of services, the implementation of which is from service providers who have qualifications of proficiency in the IT field (Savinatunazah, 2019).

V. CONCLUSION

1. The effectiveness of the Si Cantik online application service procedure in obtaining licensing for pharmacy facilities at the Medan City DPMPTSP is 60%, which means that it is quite effective.
2. The effectiveness of the completion time of Si Cantik's online application service in obtaining licensing for pharmacy

facilities at the Medan City DPMPTSP is 80%, which means that it is effective.

3. The cost effectiveness of Sipret's online application service in obtaining licensing for pharmacy facilities at the Medan City DPMPTSP is 80%, which means it is effective.

4. The effectiveness of Si Cantik's online application service product in obtaining licensing for pharmacy facilities at the Medan City DPMPTSP is 82%, which means it is very effective.

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