

Implementation of Online Single Submission (OSS) in the Framework of Acceleration of Business Licensing at the One-Door Integrated Investment and Service Services Office (DPMPTSP) Mandailing Natal

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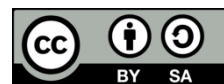
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ABSTRACT

This study aims to analyze the implementation of the Online Single Submission (OSS) to accelerate business licensing at the Mandailing Natal Regency Investment and One-Stop Integrated Services Agency (DPMPTSP). The study used a qualitative approach with descriptive methods to in-depth describe the OSS implementation mechanism, supporting and inhibiting factors, and its effectiveness in accelerating licensing services. Data were obtained through in-depth interviews, observation, and documentation. The results show that the implementation of the OSS has significantly changed the licensing service system from a manual pattern to an integrated digital-based system. Issuance of Business Identification Numbers (NIB) for low-risk businesses can be done more quickly than the previous system. However, the acceleration of services is not fully optimal for medium- and high-risk businesses because they still require fulfillment of commitments and additional technical verification. Supporting factors for OSS implementation include regulatory support, apparatus commitment, availability of infrastructure, and increased awareness of business actors. Meanwhile, inhibiting factors include limited internet networks, national system disruptions, low public digital literacy, and administrative constraints. Overall, OSS has contributed to the acceleration of business licensing in Mandailing Natal Regency, but still requires optimization in technical aspects and increasing the capacity of service users.

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INTRODUCTION

Business licensing services are a key indicator in assessing the quality of governance and ease of investment in a region. Slow, opaque licensing systems, and cumbersome procedures often pose major obstacles to business growth and new investment. Therefore, the Indonesian government is undertaking bureaucratic reforms in public services by implementing an integrated electronic licensing system known as the Online Single Submission (OSS). This system is designed to simplify the licensing process, increase service

efficiency, and provide legal certainty for businesses through a single, integrated electronic portal (Ariesta et al., 2024).

The OSS allows businesses to obtain a Business Identification Number (NIB) and other business permits online without having to visit various agencies in person. Using a risk-based approach, the OSS classifies business types based on risk levels, making the licensing process more systematic and proportionate to the characteristics of the business activity. This policy is expected to accelerate business licensing services while increasing transparency and accountability in public services in the regions (Priyanti et al., 2025).

However, various studies indicate that OSS implementation at the regional level is not yet fully optimal. An evaluation of OSS implementation at the Sintang Regency DPMPTSP (Directorate General of Public Works and Public Housing) showed that although the system has improved service efficiency, obstacles remain, such as limited internet access, low digital literacy among business actors, and the need for technical assistance in using the OSS system (Wiradarma & Westra, 2020). A similar finding was found in a study in Bima City, which found that OSS effectiveness is significantly influenced by the readiness of human resources and information technology infrastructure within the DPMPTSP (Lestari et al., 2024).

Another study on the implementation of a risk-based OSS in Palembang City showed that although the number of business registrations increased significantly after OSS implementation, challenges persisted in inter-agency oversight and coordination, particularly in controlling low-risk and micro-businesses (Arifin et al., 2024). This situation suggests that the success of the OSS depends not only on the digital system used, but also on the institutional capacity and coordination mechanisms of local governments.

In Lampung Province, a study of OSS implementation also emphasized that the success of accelerating business licensing is largely determined by the effectiveness of public outreach and the ability of officials to provide assistance to business actors unfamiliar with electronic-based systems (Wardani et al., 2024). This means that digital transformation in public services requires structural and cultural adaptations within both the local government and the community that uses the services.

In the context of Mandailing Natal Regency, OSS has been implemented as a business licensing service system through the Investment and One-Stop Integrated Services Agency (DPMPTSP). However, to date, there has been no scientific study specifically analyzing how OSS is implemented at the Mandailing Natal DPMPTSP and the extent to which the system is able to expedite the business licensing process in this region. The vast nature of the region, diverse geographic conditions, and varying levels of digital literacy among the community present unique challenges in implementing electronic-based services. If not managed optimally, these challenges have the potential to hinder the goal of accelerating licensing as envisioned by the OSS policy.

Based on various previous research findings, it can be concluded that OSS implementation requires infrastructure readiness, human resource capacity, an effective coordination system, and an appropriate outreach strategy for business actors. Therefore, research specifically examining OSS implementation at the Mandailing Natal DPMPTSP is crucial to identify supporting and inhibiting factors and assess its effectiveness in accelerating business licensing. This research is expected to provide academic contributions and contextual policy recommendations for improving the quality of licensing services in Mandailing Natal Regency.

METHOD

This research uses a qualitative approach with descriptive methods (Moleong, 2017). This qualitative approach was chosen because this study aims to understand in-depth the implementation of the Online Single Submission (OSS) to accelerate business licensing at the Mandailing Natal Regency Investment and One-Stop Integrated Services Agency (DPMPTSP). The descriptive method was used to systematically, factually, and accurately describe the conditions of OSS implementation in the field, including its implementation mechanisms, obstacles encountered, and factors supporting the acceleration of business licensing services. This research is not oriented towards hypothesis testing, but rather on exploring and interpreting the empirical realities that occur in the practice of electronic system-based public services (Sugiyono, 2020).

The research was conducted at the Mandailing Natal Regency DPMPTSP, the technical agency responsible for the implementation of business licensing services in the region, including the implementation of the OSS system. The selection of the research location was based on the consideration that DPMPTSP is the institution that directly implements OSS policies at the regency level, making it a relevant object for study in the context of the effectiveness and acceleration of business licensing.

The data sources in this study consist of primary and secondary data. Primary data were obtained directly through in-depth interviews with informants selected purposively, based on their knowledge and direct involvement in the implementation of the OSS (Zakariah et al., 2020). Informants in this study included the Head of the DPMPTSP, officials or staff handling licensing services and OSS operators, and business actors who have used the OSS system for business permit processing. The number of informants was determined based on the principle of data sufficiency, which occurs when the information obtained has reached a point of saturation and no longer provides significant new findings. Meanwhile, secondary data were obtained from

official agency documents, performance reports, laws and regulations related to the OSS, as well as previous literature and research journals relevant to the research topic.

Data collection techniques included in-depth interviews, observation, and documentation. Interviews were conducted semi-structured so that researchers maintained a guideline for questions but remained flexible in exploring information more broadly and in depth. Observations were conducted by directly observing the OSS-based licensing service process at the Mandailing Natal Department of Public Works and Public Housing (DPMPTSP), including interactions between officers and the public, as well as available supporting facilities and infrastructure. Documentation was conducted by collecting data in the form of standard operating procedures (SOPs), data on the number of permits issued through the OSS, and other supporting documents relevant to the research.

The data analysis technique in this study employed an interactive analysis model, encompassing data reduction, data presentation, and conclusion drawing. Data reduction involved simplifying and selecting data relevant to the research focus. The reduced data was then presented in descriptive narrative form to facilitate understanding of patterns and relationships among findings. The final stage was drawing conclusions, which was carried out continuously throughout the research process, accompanied by verification to ensure data consistency and validity.

To ensure data validity, this study employed triangulation techniques, which compare information obtained from various sources and data collection techniques. Source triangulation was conducted by comparing statements from DPMPTSP officials and business actors, while technical triangulation was conducted by comparing the results of interviews, observations, and documentation. In addition, researchers also reconfirmed with informants (member check) to ensure that the data obtained was in accordance with the informant's intentions and experiences.

RESULTS AND DISCUSSION

A. Overview of the Mandailing Natal Regency DPMPTSP

The Mandailing Natal Regency Investment and One-Stop Integrated Services Agency (DPMPTSP) is a regional agency tasked with implementing integrated government affairs in the areas of investment and licensing services. The establishment of the DPMPTSP is part of the public service bureaucratic reform aimed at simplifying the licensing process and improving the quality of service to the public and businesses. Through this one-stop integrated service system, all licensing administration processes are carried out within a single institution to minimize lengthy bureaucracy and overlapping authority between agencies.

Structurally, the Mandailing Natal Regency DPMPTSP is led by a Head of Service who reports directly to the Regent through the Regional Secretary. In carrying out its duties, the DPMPTSP is supported by several divisions, such as the Licensing Services Division, the Investment Division, and a Secretariat overseeing the planning, finance, and general affairs sub-divisions. This organizational structure is designed to ensure the effective and coordinated operation of licensing services and investment management.

Based on its duties and functions, the DPMPTSP plays a strategic role in improving the regional investment climate. Its primary functions include formulating technical policies for licensing services, administering licensing and non-licensing services, managing investment data and information, and overseeing the implementation of business permits. Within the context of national policy implementation, the DPMPTSP also serves as the technical implementer of the Online Single Submission (OSS) system at the district level.

As the OSS implementer in Mandailing Natal Regency, the DPMPTSP is responsible for facilitating the issuance of Business Identification Numbers (NIB) and various other business permits through an electronic system. Although the OSS is technically integrated into the national system, the DPMPTSP still plays a crucial role in providing assistance to business actors, verifying documents, and ensuring administrative completeness in accordance with applicable regulations. Thus, the DPMPTSP functions not only as a system administrator but also as a facilitator, helping the public understand and use OSS services.

In practice, the Mandailing Natal Regency DPMPTSP serves a wide range of businesses, from micro, small, and medium enterprises to large-scale enterprises. The majority of permit applicants come from the trade, services, agriculture, and small-scale industries. The implementation of the OSS (Online Business Access) in this region is expected to expedite the licensing process and facilitate formalization of businesses that previously lacked legal status. Furthermore, the OSS system serves as a tool to increase service transparency, as applicants can monitor each stage of the licensing process online.

In terms of facilities and infrastructure, the Mandailing Natal Regency DPMPTSP has provided supporting facilities such as an integrated service room, computers connected to the OSS system, and operators tasked with assisting the public with the registration process. However, the vast geography of Mandailing Natal Regency and the diverse digital literacy levels of the community present challenges in optimizing electronic-

based services. Therefore, the DPMPTSP also conducts outreach and direct mentoring for businesses to ensure more effective OSS utilization.

Given this institutional framework, it is clear that the Mandailing Natal Regency DPMPTSP holds a strategic position in implementing the OSS policy. The success of accelerating business licensing in this region depends heavily on organizational capacity, human resource readiness, and the ability to adapt to information technology-based service systems. Therefore, the analysis in the following sub-chapters will focus on how the OSS implementation mechanism is implemented and the extent to which the system is able to expedite business licensing in Mandailing Natal Regency.

B. Online Single Submission (OSS) Implementation Mechanism

The implementation of the Online Single Submission (OSS) at the Mandailing Natal Regency DPMPTSP is part of the implementation of national policies regarding electronic-based business licensing services. In general, the OSS implementation mechanism in this region follows the provisions of the national integrated online system, but in practice still involves the active role of DPMPTSP officials as facilitators and advocates for the community.

The OSS licensing process begins with business registration on the OSS portal. Businesses are required to provide identity data, business type, business scale, and business location in accordance with the Indonesian Standard Industrial Classification (KBLI). Once the data is verified in the system, businesses can obtain a Business Identification Number (NIB), which serves as their official business identification, company registration, and customs clearance, if necessary. For certain types of businesses, particularly those with medium to high risk, the OSS system also requires commitments in the form of environmental documents, standard certificates, or additional technical permits before an operational permit can be declared effective.

In the context of the Mandailing Natal Regency DPMPTSP, this mechanism is not entirely carried out independently by business actors. Based on observations and interviews, some business actors, particularly micro and small businesses, still experience difficulties operating the OSS system independently. Therefore, the DPMPTSP provides direct assistance services at the service office. OSS operators assist businesses with account registration, business data entry, and printing NIBs and other permit documents. This assistance is crucial in ensuring that the licensing process continues despite limited digital literacy among the public.

Internally, the OSS implementation mechanism at the DPMPTSP (Directorate General of Public Works and Public Housing) involves coordination between the licensing services division and technical officials authorized to verify documents. Although the national OSS system is automated in issuing NIBs for low-risk businesses, medium- and high-risk businesses still require document completeness checks and technical recommendations from relevant agencies. In this regard, the DPMPTSP acts as a liaison between business actors and other regional technical agencies to ensure the process complies with regulations.

Based on preliminary data obtained, the implementation of the OSS has reduced the frequency of face-to-face meetings in the licensing process compared to the previous manual system. Prior to the OSS implementation, business actors had to visit multiple agencies to obtain different permits. After the OSS implementation, most administrative processes can be handled through a single integrated system. This demonstrates a shift in service delivery mechanisms from a conventional bureaucratic model to a digital-based service system.

However, in practice, several obstacles remain in the OSS implementation mechanism. Interruptions to the internet network and the national server system sometimes hamper data input or the printing of permit documents. Furthermore, data mismatches between the OSS system and population administration data can also slow down the verification process. This situation demonstrates that although the OSS system is designed to accelerate services, its effectiveness still depends on infrastructure readiness and data synchronization between systems.

Overall, the OSS implementation mechanism at the Mandailing Natal Regency DPMPTSP has been running in accordance with national regulations. However, its implementation still requires intensive mentoring and strengthened inter-agency coordination. The DPMPTSP's role as a facilitator is a key factor in ensuring that the OSS system is truly accessible and usable by all business actors in the region. Therefore, further analysis needs to focus on the extent to which this mechanism has a significant impact on accelerating business licensing in Mandailing Natal Regency.

C. Accelerating Business Licensing Through the OSS

One of the main objectives of implementing the Online Single Submission (OSS) is to expedite the business licensing process through an integrated, electronic-based service system. In Mandailing Natal Regency, the implementation of the OSS has brought significant changes to the permit processing mechanism compared to the previous manual system. Prior to the OSS implementation, businesses had to go through a relatively lengthy procedure, visiting several different agencies to obtain business permits, technical

recommendations, and other supporting documents. This process often took considerable time due to repetitive administrative steps and lack of systematic coordination across regional agencies.

After the OSS implementation, most administrative processes can be conducted through a single online portal directly connected to the national system. Issuance of a Business Identification Number (NIB), particularly for low-risk businesses, can be completed relatively quickly if all input data is correct and complete. This demonstrates the efficiency of service time compared to the previous system. Furthermore, the OSS also allows applicants to monitor the status of their permit applications directly through their respective accounts, increasing transparency and certainty in the service process.

Based on interviews with business owners in Mandailing Natal Regency, most respondents stated that the NIB issuance process through the OSS is faster than the previous manual procedure. However, this acceleration has not been fully felt for medium- and high-risk businesses, as additional commitments such as environmental documents, standard certificates, or technical recommendations from relevant agencies are still required. Therefore, service speed is highly dependent on the completeness of documents and the readiness of business owners to meet administrative requirements.

Internally, the DPMPPTSP (Directorate General of Private Enterprises) (DPMPPTSP) has shown that the implementation of the OSS has also boosted efficiency because some administrative processes have been digitized. Officers no longer perform repetitive manual recording, but instead utilize an integrated system. This has the potential to reduce administrative errors and accelerate service workflows. Furthermore, the risk-based OSS system simplifies procedures for micro and small businesses, which is expected to encourage increased business legality in the region.

However, accelerating licensing through the OSS still faces several challenges. Disruptions to the national system, internet network constraints, and limited digital literacy among the public are factors that can slow down the service process. In some cases, business owners still need to visit the DPMPPTSP office in person for technical assistance, especially those unfamiliar with online services. This situation demonstrates that service acceleration is determined not only by the technology system, but also by the readiness of human resources and infrastructure support.

Overall, the implementation of the OSS (Online Business License) at the DPMPPTSP in Mandailing Natal Regency has contributed to the acceleration of business licensing, particularly in the issuance of Business Identification Numbers (NIB) and low-risk business permits. However, optimizing service acceleration still requires strengthening technical aspects, increasing public digital literacy, and cross-agency coordination to achieve the goals of electronic-based licensing service reform.

D. Supporting Factors for OSS Implementation

The implementation of the Online Single Submission (OSS) system at the Mandailing Natal Regency DPMPPTSP is inseparable from various supporting factors that contribute to the smooth implementation of the system. These factors play a crucial role in ensuring that the electronic-based licensing policy can be implemented in accordance with the goal of accelerating business services.

One key supporting factor is the existence of clear and integrated national regulations regarding the OSS system. The central government policy requiring all regions to implement the OSS provides a strong legal basis for the DPMPPTSP in providing electronic-based licensing services. With a centralized national system, regions do not need to develop their own systems but can simply integrate services with existing platforms. This facilitates coordination and creates relatively uniform service standards throughout Indonesia.

Another supporting factor is the commitment of the leadership and staff of the Mandailing Natal Regency DPMPPTSP to supporting digital service transformation. Based on interviews, agency leaders expressed support for the implementation of the OSS as part of public service reform. The staff serving as OSS operators also possess adequate technical understanding in operating the system, enabling them to provide assistance to businesses in need. Human resource competency is a crucial element in bridging the digital literacy gap in the community.

Furthermore, the availability of supporting facilities and infrastructure within the DPMPPTSP environment also contributes to the implementation of the OSS. Facilities such as internet-connected computers, integrated service rooms, and direct access to the national OSS system enable more effective service processes. The presence of a consultation and assistance desk also assists business owners unfamiliar with online systems. Thus, even though the OSS is online-based, face-to-face services are still available as a form of technical support.

Another contributing factor is the growing awareness among business owners of the importance of business legality. With the relatively easy and fast OSS, micro and small businesses are more encouraged to officially register their businesses. The OSS system, accessible anytime and anywhere, provides flexibility for business owners in processing permits without having to leave their business activities for extended periods.

In addition to these internal and external factors, coordination between agencies at the regional level is also a crucial factor in the implementation of the OSS. For permits requiring technical recommendations from other agencies, good communication between regional agencies can expedite the verification process and fulfill commitments. Effective coordination will minimize administrative barriers and streamline service delivery.

Overall, supporting factors for OSS implementation at the Mandailing Natal Regency DPMPTSP include regulatory support, leadership commitment, staff competence, infrastructure availability, business awareness, and cross-agency coordination. These factors are crucial foundations for accelerating business licensing through the OSS system. However, the success of implementation still requires further analysis, addressing the various challenges still encountered in practice, which will be discussed in the next subchapter.

E. Factors Inhibiting OSS Implementation

Although the implementation of the Online Single Submission (OSS) at the Mandailing Natal Regency Department of Public Works and Services (DPMPTSP) has contributed to the acceleration of business licensing services, in practice, various inhibiting factors still affect the system's optimization. These factors stem from technical, institutional, and social aspects of the service users.

One of the main obstacles encountered is limited internet network infrastructure, particularly in several sub-districts located quite far from the regency center. The vast geography of Mandailing Natal Regency, with some areas located in hilly areas, results in unstable internet network quality. This impacts data input, document uploads, and permit printing processes carried out through the OSS system. Network disruptions can slow down service processes and create the perception that electronic systems are not always faster than manual procedures.

In addition to network constraints, another technical obstacle is disruptions to the national OSS system. Because the OSS system is centralized and managed nationally, maintenance or server disruptions at the central level can also impact services at the regional level. In some cases, DPMPTSP operators must wait for the system to return to normal before resuming service processes. This dependence on the national system poses a challenge in ensuring smooth service delivery at the regional level.

Another inhibiting factor is the low digital literacy of some business operators, particularly in the micro and small business sector. Not all business operators have sufficient skills or understanding to operate the online-based system. Many still require direct assistance from DPMPTSP officers to register accounts, fill in business data, and upload required documents. This situation increases the workload of OSS operators and makes services less efficient when there are a large number of applicants simultaneously.

Furthermore, administrative obstacles persist related to the completeness and conformity of documents. In some cases, data entered by business actors does not match population data or other data integrated into the system. These discrepancies require corrections or re-verification, which can extend permit processing times. For medium- and high-risk businesses, the process of fulfilling commitments such as environmental documents or technical recommendations often requires additional time, so the expected acceleration of the OSS process is not fully achieved.

Another significant obstacle is the lack of comprehensive public awareness of the risk-based OSS mechanism. Some business actors still don't understand the differences between low-, medium-, and high-risk permits, as well as the obligations that must be met after the issuance of a Business License (NIB). This lack of understanding can lead to confusion and errors in permit processing, requiring additional clarification from the DPMPTSP.

Institutionally, cross-agency coordination can also sometimes be a challenge in certain licensing processes that require technical recommendations. Although the OSS system is systemically integrated, substantive verification still involves relevant regional agencies. If coordination is not optimal, the permit issuance process can be delayed.

Therefore, factors inhibiting OSS implementation at the DPMPTSP of Mandailing Natal Regency include limited network infrastructure, national system disruptions, low public digital literacy, administrative constraints, lack of outreach, and challenges in cross-agency coordination. Identifying these obstacles is crucial as a basis for formulating improvement strategies to increase the effectiveness and expedite business licensing through the OSS system in the future.

CONCLUSION

Based on research on the implementation of the Online Single Submission (OSS) to accelerate business licensing at the Mandailing Natal Regency's DPMPTSP, it can be concluded that the OSS implementation has brought about significant changes in the licensing service system in the region. Institutionally, the DPMPTSP plays a strategic role as the technical implementer of OSS policies at the regency level, with an organizational structure and division of tasks that support the provision of integrated one-stop services. The OSS system has shifted service patterns from a bureaucratic manual system to a more integrated digital-based service.

The OSS implementation mechanism at the Mandailing Natal Regency DPMPTSP has essentially been implemented in accordance with national regulations. The issuance of Business Identification Numbers (NIB) and risk-based business permits can be done electronically, and is supported by assistance from officers for businesses experiencing technical difficulties. The implementation of the OSS has simplified the administrative process and increased service transparency, as applicants can monitor the status of their applications online.

In terms of service acceleration, the OSS has proven effective in expediting the issuance of business permits, particularly for low-risk business categories. Processes that previously required relatively long periods of time and involved multiple agencies can now be simplified through a single integrated system. However, this acceleration is not yet fully optimal for medium- and high-risk businesses, as it still requires fulfilling commitments and additional technical verification.

The implementation of the OSS in Mandailing Natal Regency is supported by several factors, including clear national regulations, the commitment of DPMPTSP leaders and staff, the availability of service facilities and infrastructure, and increased business awareness of the importance of business legality. Inter-agency coordination is also a crucial element in supporting a smooth licensing process.

On the other hand, several inhibiting factors remain that impact the optimization of OSS implementation, such as limited internet connectivity in some areas, disruptions to the national OSS system, low digital literacy among some business actors, administrative challenges in document completion, and a lack of comprehensive public outreach. These obstacles demonstrate that the success of the OSS system is determined not only by the availability of technology, but also by infrastructure readiness, human resource capacity, and public understanding of electronic-based service systems.

Overall, the implementation of the Online Single Submission (OSS) at the DPMPTSP of Mandailing Natal Regency has contributed to the acceleration of business licensing, but still requires strengthening in technical aspects, increasing digital literacy of the community, and optimizing cross-agency coordination so that the objectives of public service reform can be achieved optimally and sustainably.

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