

INTISARI

Penelitian ini bertujuan untuk mengetahui Mengetahui efektivitas pelayanan satu pintu *online* di Dinas Penanaman Modal dan Perizinan Satu Pintu (DPMP) Kota Yogyakarta. Kondisi dimana permintaan perizinan yang banyak, maka terkadang pegawai dapat mengalami kesulitan dalam melayani karena terbatasnya pegawai. Sedangkan permasalahan lain yaitu terkait masyarakat yang masih belum sadar akan pentingnya pembuatan izin baik secara manual dan terutama secara *online*. Penelitian ini dilakukan secara kualitatif.

Pelayanan satu atap dan *online* DPMP Kota Yogyakarta sudah efektif. Hal ini dapat ditunjukkan dari aspek wujud (*tangible*) DPMP Kota Yogyakarta bahwa fasilitas fisik cukup memadai. Dari aspek keandalan (*reliability*) bahwa pegawai sangat mampu dalam penyelesaian perizinan sesuai dengan SOP.. Dari aspek daya tanggap (*responsiveness*) bahwa pegawai DPMP Kota Yogyakarta sudah cukup tanggap dengan kebutuhan yang diperlukan, petugasnya ramah dan cepat melayani. dari aspek kepastian (*assurance*) DPMP Kota Yogyakarta bahwa pegawai DPMP Kota Yogyakarta bahwa visi dan misi sudah jelas dan dijadikan pedoman DPMP Kota Yogyakarta untuk mencapai tujuannya. Pegawai DPMP Kota Yogyakarta sangat mampu mengidentifikasi isu-isu strategis untuk memberikan pelayanan prima terhadap masyarakat.

Kata kunci: *One Stop Service*, pelayanan, masyarakat

ABSTRACT

This study aims to determine the effectiveness of online one-stop services at the Yogyakarta City Investment and One Stop Licensing Service. A condition where there are many requests for permits, then sometimes employees can experience difficulties in serving because of the limited number of employees. Meanwhile, another problem is related to people who are still not aware of the importance of making permits both manually and especially online. This research was conducted qualitatively.

Yogyakarta City DPMP's one-stop and online services have been effective. This can be shown from the tangible aspect of DPMP Yogyakarta City that the physical facilities are adequate. From the aspect of reliability (reliability) that employees are very capable in completing permits in accordance with the SOP. From the aspect of responsiveness (responsiveness), Yogyakarta City DPMP employees are sufficiently responsive to the required needs, the officers are friendly and serve fast. from the aspect of assurance (assurance) DPMP Yogyakarta City that Yogyakarta City DPMP employees that the vision and mission is clear and used as guidelines for DPMP Yogyakarta City to achieve its goals. Yogyakarta City DPMP employees are very capable of identifying strategic issues to provide excellent service to the community.

Keywords: One Stop Service, service, society