

ABSTRAK

Riset ini bertujuan untuk mendeskripsikan Dampak dari inovasi program pelayanan administrasi baik perijinan maupun non perijinan bagi masyarakat di Kecamatan Lenteng Kabupaten sumenep. Dalam hal ini adakah dampak dari program *One Stop Service* (OSS) bagi masyarakat di Kecamatan Lenteng. Menurut Groonroos¹ “*for highly intangible service offerings in particular, in both a physical and mental sense, organisation-wide factors, such as the level of functional service quality, may be emphasized when their impact on the public feel directly*”. “ Berdasarkan pernyataan tersebut maka sebuah pelayanan yang sulit diukur, selain menggunakan kualitas layanan maka perlu ditekankan pada aspek dampak yang terjadi di masyarakat. Penelitian ini menggunakan metode kualitatif deskriptif yang menghasilkan temuan adanya dampak dari program *One Stop Service* bagi masyarakat pelaku usaha kecil, dan menengah yang membutuhkan izin usaha, dan temuan dampak yang dideskripsikan adalah dampak program *One Stop Service* tersebut adalah terdapat kemudahan dan peningkatan pelayanan yang harus disempurnakan agar semakin optimal dalam melayani kebutuhan masyarakat.

Kata Kunci : Program *One Stop Service*, Inovasi Pelayanan administrasi, Dampak Program

¹ Dalam James F. Devlin.1998, Value Added To Service Offering : The Case Of Uk Retail Financial Services, *European Journal Of Marketing*, Vol. 32 (11/12). Hal. 1091

ABSTRACT

This research aims to describe the impact of the innovation program administration services both licensing and non-licensing for the people in the District Lenteng Sumenep Regency. In this case is there any impact of the program One Stop Service (OSS) for the people in District Lenteng. According Groomroos "for highly intangible service offerings in particular, in both a physical and mental sense, organization-wide factors, such as the level of functional service quality, may be emphasized when Reviews their impact on the public feel directly". "Based on this statement then a service that is difficult to measure, in addition to using the quality of service it is necessary to emphasize the aspect of impacts that occur in the community. This study uses descriptive qualitative method that produces the findings of the impact of the program One Stop Service to the community of small businesses, and medium that requires a business license, and the findings described the impact is the impact of the One Stop Service program is contained convenience and service improvement should be enhanced to be more optimal in serving the needs of the community.

Keywords: Program One Stop Service, Administration Services Innovation, Impact Program

