

## ABSTRAK

Riset ini bertujuan untuk mendeskripsikan nilai yang bertambah (*value added*) dari inovasi pelayanan perizinan bagi masyarakat. Dalam hal ini adakah deskripsi nilai yang bertambah (*value added*) dari program *mobile public service* Kantor Pelayanan Perizinan (KPP) bagi pelaku usaha mikro, kecil dan menengah (UMKM) di Kota Kediri. Menurut Grootenboer<sup>1</sup> “*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 emphasised when value added.*” Berdasarkan pernyataan tersebut maka sebuah pelayanan yang sulit diukur, selain menggunakan kualitas layanan maka perlu ditekankan pada aspek nilai yang bertambah atau *value added*. Penelitian ini menggunakan metode kualitatif deskriptif yang menghasilkan temuan nilai yang bertambah (*value added*) bagi pelaku usaha mikro, kecil dan menengah adalah kemudahan dan peningkatan pelayanan yang harus disempurnakan agar semakin optimal dalam melayani kebutuhan masyarakat.

Kata Kunci : Pelayanan Perizinan, Inovasi Pelayanan Perizinan, Nilai Yang Bertambah (*Value Added*)

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

## ABSTRACT

This research aims to describe the value added of licensing service innovation for public. In this case is there any description of the value added of the mobile public service programs Licensing Services Office (LTO) for micro, small and medium enterprises (MSMEs) in Kediri City. According Groomroos<sup>2</sup> 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 emphasised when value added. This research uses descriptive qualitative method that produces findings that value added for micro, small and medium enterprises (MSMEs) is the ease of service and service improvement which must be refined to be more optimal in serving the needs of the community.

Keywords: Licensing Services, Licensing Services Innovation, Value Added



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<sup>2</sup> Dalam James F. Devlin. 1998, Value Added To Service Offerings : The Case Of Uk Retail Financial Services, *European Journal Of Marketing*, Vol. 32 (11/12). Hal. 1091