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Article

Policy Design for Electronic Business License in Cimahi City

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Abstract

The Online Single Submission System, or OSS, is an electronically integrated investment and business licensing acceleration service in Indonesia. Online Single Submission – Risk-Based Approach is designed to simplify and improve the efficiency of the business licensing process with a risk-based approach. This policy aims to enhance the ease of doing business and regional competitiveness by integrating the electronic licensing system. The purpose of this study is to provide policy recommendations on implementing risk-based electronic business licensing from the perspective of experts in Cimahi City. The methodology employed in this study is qualitative, involving the analysis of problem tree mapping and the weighting of Expert Respondents' Perceptions for alternative policy development. The implementation of electronic business licensing in Cimahi City has been carried out by Government Regulation Number 5 of 2021. The effectiveness of implementing OSS-RBA in Cimahi City can be achieved by overcoming the main problem, which is related to the service accuracy criteria. The recommended alternative solution is the development of a policy to encourage the creation of a Detailed Spatial Plan that is integrated with SiPinter's OSS digitally. Another alternative solution recommendation is the development of coordination regulations between the Central Government and Regional Governments in the planning of national strategic projects, aiming to achieve a harmonious Agreement on the Suitability of Space Utilisation Activities.

Keywords: Online Single Submission – Risk-Based Approach (OSS-RBA); Electronic Business Licence; Policy Design.

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1. Introduction

Development in the economic sector is inseparable from the public services provided by the Government and the Regional Governments. One type of public service that is provided is licensing services. Licensing is a policy tool used by governments to control negative influences that may arise from social or economic activities. Licensing is a concurrent government affair, so there is a relationship between the Central Government and Regional Governments in its implementation (Jumadil and Setiawan, 2023).

The Online Single Submission System, or OSS, is an electronically integrated investment and business licensing acceleration service. The Online Single Submission – Risk-Based Approach (OSS-RBA) is the initial stage of follow-up to the issuance of Law Number 11 of 2020 concerning Job Creation and Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing. The regulation implements the provisions of Article 12 of Law Number 11 of 2020 concerning Job Creation, which regulates the simplification of business licensing through the implementation of risk-based business licensing.

Risk-based business licensing is a standard method that determines the type of business license and the quality and frequency of supervision based on the level of risk associated with a business activity. Business licensing and supervision are instruments of the Central Government and Regional Governments in controlling business activity. The implementation of a risk-based approach requires a change in mindset and adjustments to work procedures for the implementation of business licensing services, as well as regulating the business licensing process within the electronic business licensing system.

The OSS-RBA policy in Indonesia is designed to simplify and improve the efficiency of the business licensing process with a risk-based approach. This policy aims to enhance the ease of doing business and regional competitiveness by integrating the electronic licensing system. The implementation of OSS-RBA in various Indonesian cities has yielded mixed results.

The OSS-RBA implementation policy in Cirebon has not been optimal due to the lack of effective communication and coordination between the Central Government and Regional Governments, as well as the number of derivative technical policies that hinder policy effectiveness (Damayanti et al., 2023). The OSS-RBA implementation policy in Jakarta faces constraints due to a lack of socialisation and legal uncertainty, despite being in line with the guidelines of the Central Government (Windiatmoko et al., 2024). The OSS-RBA implementation policy in Medan has the potential for abuse and incompatibility of the NIB scale with local spatial planning (Farosa et al., 2024). Meanwhile, the OSS-RBA implementation policy in Bandung has been running optimally by the Regional Regulations and policy implementation theory (Falah et al., 2024).

Cimahi City, located in the Greater Bandung Urban Area, functions as part of the Bandung Basin National Activity Centre. Cimahi City is part of the North Bandung Area, with the direction of spatial planning as an urban area that needs to be controlled for the development of its activities. The North Bandung area, including Cimahi City, requires coordinated control of space utilization due to its designation as a strategic area. However, coordination between the provincial government and districts/cities is still not optimal, so it has the potential to cause environmental degradation due to uncontrolled development (Mizwar et al., 2023). The lack of vertical coordination in the issuance of permits exacerbates

this problem, as district/city governments often follow provincial recommendations without considering the broader environmental impact (Mizwar et al., 2023). Therefore, the issuance of permits for the Northern Region of Bandung, whose development needs to be controlled, such as Cimahi City, is very important to reduce environmental degradation due to uncontrolled development.

Cimahi City has implemented risk-based electronic licensing services through the Si Pinter application. The Cimahi City Government, through the One-Stop Integrated Investment Office (DPMPTSP), continues to strive to build innovations to provide better services to the community. The drive to create regional innovation plays a crucial role in the licensing and space utilisation process, especially following the Covid-19 pandemic, which has heightened the need for efficiency, sustainability, and policy adaptation.

Based on 2021 Cimahi City BPS data, Cimahi City's economy is almost 48% supported by the manufacturing industry sector, particularly textiles, which has been affected by weakening global and domestic demand caused by the COVID-19 pandemic. Between 2019 and 2020, the economy of Cimahi City declined by 2.26%. Even the aggregate value or total investment decreased by -11%. The COVID-19 pandemic has accelerated the digitalisation of public services, including licensing. The Cimahi City Government has developed an electronic business licensing system through the SiPinter application to provide community services.

Changes in regulations after the Job Creation Law also pose challenges related to overlapping business licenses (Tasmin & Fitriah, 2020). The integration between permits and spatial plans, in the form of Approval for the Suitability of Space Utilisation Activities (PKKPR), in an OSS-RBA system, is crucial to prevent conflicts. The implementation of OSS-RBA as an integrated licensing system, which has been studied in several cities in previous research, faces various problems and challenges.

Efforts to improve and solve problems in overcoming OSS-RBA implementation policy issues include socialisation and policy adjustments, as well as improving infrastructure and resources. The implementation of OSS-RBA is supported by the availability of regulations, competent human resources, and adequate facilities. However, it is necessary to improve the internet network and foster more intensive socialisation to overcome the blank spot areas (Nugraha et al., 2023).

The limitations of the research, including the unknown implementation and problems associated with the risk-based electronic business licensing service system in Cimahi City, are addressed in this study. Therefore, evaluation and improvement are necessary to ensure the effectiveness of licensing services. The purpose of this study is to provide policy recommendations on implementing risk-based electronic business licensing from the perspective of experts in Cimahi City. The objectives of this study are two, namely, to identify problems in implementation, to analyse effectiveness, and to formulate recommendations for the problem of implementing risk-based electronic business licensing or OSS-RBA in Cimahi City.

The risk-based electronic business licensing system, or OSS-RBA, is an integral part of modern spatial planning, offering more efficient and transparent processes. However, its implementation faces various technical challenges. One of the main challenges is the gap between regulation and implementation. Although there is Government Regulation Number 5 of 2021 in Indonesia, problems such as overlapping regulations and a lack of

implementation rules hinder the effectiveness of the OSS-RBA system. This gap often leads to confusion and inefficiency for businesses (Amar et al., 2024).

Another problem is that digital maps are essential for spatial planning, but many regions do not have integrated digital maps in online systems (Widiatedja et al., 2024). Poor internet connectivity and inadequate Information Technology infrastructure are also significant obstacles. For example, in Kuantan Singing Regency, slow internet and problematic Information Technology systems delayed the licensing process, highlighting the need for a robust infrastructure to support online systems (Milta and Mayarni, 2023).

Other problems, such as a lack of training and socialisation, as seen in Langkat Regency, face difficulties due to inadequate training and uneven socialisation of OSS-RBA. This lack of understanding hinders the effective use of systems (Mukidi et al., 2022) (Milta and Mayarni, 2023). The practical implementation of OSS-RBA in Serang City is also hampered by uneven socialization. This case emphasizes the importance of extensive communication and coordination with stakeholders (Arenawati and Riswanda, 2023).

Table 1. Key Challenges and Solutions in Risk-Based Electronic Business Licensing or OSS-RBA

Challenge	Solution	Citation
Regulatory and Technical Gaps	Align local regulation with national laws to ensure compliance	(Amar et al., 2024) (Arenawati & Riswanda, 2023)
Digital Mapping Issues	Invest in digital mapping technology and integrate it into online systems	(Widiatedja et al., 2024)
Infrastructure Limitations	Improve IT infrastructure and ensure reliable internet connectivity	(Mukidi et al., 2022) (Mitta & Mayarni, 2023)
Lack of Training and Awareness	Providing comprehensive training and socialization programs	(Mukidi et al., 2022) (Mitta & Mayarni, 2023)
Ambiguous Risk Assessment	Develop appropriate risk assessment frameworks and criteria	(Hariyanto, 2022)
System Integration Challenges	Overcoming technical and procedural barriers to achieve full integration	(Taslimin et al., 2024)

Source: Processing Results, 2025

The Job Creation Act introduces risk-based electronic licensing but faces criticism for ambiguous risk assessments. Without clear criteria, businesses and regulators struggle with inconsistent implementation, which highlights the need for a proper risk evaluation framework (Hariyanto, 2022). Additionally, there are challenges in integrating the electronic business licensing system with the central platform, which is complicated (Taslimin et al., 2024). Based on the literature review conducted regarding the problems and challenges affecting the effectiveness of OSS-RBA implementation in Indonesia the following Table 1 presents the findings.

2. Methods

This research uses a qualitative descriptive method, which is a research method used to investigate, find, describe, and explain the qualities or peculiarities of social influences that cannot be explained, measured, or described through a quantitative approach. Qualitative research plays an important role in public administration, such as evaluating administrative programs (Hamid & Amin, 2023). This method is particularly useful in studying organizational decision-making and the role of bureaucrats in policy adoption and implementation, as well as in evaluating the performance of public organizations (Thomann & Ege, 2020).

The first flow of this study begins with identifying problems in the implementation of risk-based business licensing or OSS-RBA. Problems based on the results of previous research, such as regulatory and technical gaps, digital mapping systems, limited infrastructure, and lack of training and awareness, were the criteria asked by the Expert Respondents.

The selection of Expert Respondents is an agency that plays a role in the OSS-RBA licensing process, including the One-Stop Investment and Integrated Services Office (DPMPTSP), the Public Works and Spatial Planning Office (DPUPR), and the Cimahi City Land Agency (Badan Pertanahan Kota Cimahi). Each Agency has 1 representative according to the field related to OSS-RBA licensing matters, so that in this study, there are 3 (people) Expert Respondents. Qualitative research emphasizes the breadth of scope and depth of analysis, so that a small number of purposely selected respondents are sufficient to explore in-depth issues (Patton, 2009).

Problem mapping analysis was carried out using the problem tree analysis method. Problem tree analysis is an important tool in public policy to structure and understand complex issues by identifying the root causes and impacts. This method is particularly useful in the early stages of policy analysis, where defining and framing problems is essential for developing effective solutions. Problem tree analysis begins with structuring the problem, which involves identifying the main issue and breaking it down into root causes and impacts. This step is essential for understanding the complexity of the problem and is often the first step in policy analysis (Veselý, 2008).

After the problem mapping analysis is carried out, the next step is to evaluate the criteria for the effectiveness of the implementation of risk-based electronic business licensing or OSS-RBA with 4 (four) main criteria indicators of managerial strategy, namely service speed, service accuracy, transparency, and responsiveness (Syamsuddin et al., 2024). Analysis of the evaluation of effectiveness criteria based on the importance of each criterion assessed by the Expert Respondent. Scoring the perception of importance assessment of the criteria

using the Likert scale (1-5). The Likert scale for rating 1 is Not Important at All, and rating 5 is Extremely Important.

This study is based on the process of calculating the average of each Expert Respondent's perception assessment of the most important OSS-RBA implementation effectiveness criteria. The alternative policy chosen was also based on the consideration of the perception assessment of each Expert Respondent to solve the problem of ineffective implementation of OSS-RBA in Cimahi City. These perceptions often highlight the concreteness and scope of impact, which influences how decision-makers prioritize various policy options (Dieckmann et al., 2021).

Table 2. Statement Of Questionnaire on The Importance of Criteria and Alternative Solutions in Risk-Based Electronic Business Licensing or OSS-RBA

YES	Statement	1	2	3	4	5
1	Criteria: The speed of OSS-RBA system services, such as the availability of a central help desk operator who is always ready and notifications, and speed in repair/maintenance of the OSS-RBA system, are essential to do					
2	The criteria for the accuracy of OSS-RBA system services, such as the alignment of NIB (Business Identification Number) with the location of the spatial plan and KBLI (Standard Classification of Indonesian Business Fields), are determined in accordance with the NSPK (Norms, Regulations, Standards and Criteria) and are important					
3	Transparency criteria for OSS-RBA system services, such as requirements in making NIB (Business Identification Number) set by the OSS-RBA system according to NPSK (Norms, Regulations, Standards and Criteria), are important					
4	Criteria: Affordability of information for business actors related to the socialization of the use of electronic business systems based on important risks					
5	Alternatives in the development of reliability and speed of service policies in the electronic business licensing digital system / OSS-RBA are important					
6	Alternatives in the development of Central and Regional Government regulations related to the regulation of the implementation of derivative					
7	An alternative in the development of policies to provide consultation services and socialization of business licensing electronically for Business Actors, especially important MSMEs					

Source: Processing Results, 2025

The last step is that the Expert Respondent will assess alternative solutions that need to be carried out as a form of policy design to overcome the problem of implementing risk-

based electronic business licensing or OSS-RBA in Cimahi City. The following Table 2 presents a statement of criteria and alternatives based on four leading indicators that the Expert Respondent will assess.

3. Results, Analysis, and Discussions

Law Number 11 of 2020 concerning Job Creation, hereinafter referred to as the Job Creation Law, mandates a mechanism for determining the type of Business License in Indonesia using a Risk-Based Approach. The mechanism in question is regulated in Articles 7 to 11 of the Job Creation Law to be applied in determining the type of Business License for every business activity in Indonesia. The determination of the type of Business License is based on the level of risk of business activities. This risk-based Business Licensing is expected to be a solution to simplify the licensing process while still using the OSS system. Through risk-based business licensing with a lower level of risk, the type of business license will be relatively easier for business activities with a higher level of risk.

Based on Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing, the level of risk of business activities is a key point in the implementation of RBA. Risk is the possibility of damage or loss from a hazard. Risk level analysis assesses each aspect of the initial risk of a business activity. Risk aspects taken into account include:

1) Security aspects;
2) Health Aspects;
3) Environmental Aspects;
4) Aspects of Resource Utilization and Management; and
5) Other aspects, which are adjusted to the nature of the business activities in question.

The level of risk is the result of multiplying the value of the hazard by the value of the potential hazard. The risk level of a business activity is determined by applying the concept of maximum risk to all criteria used in the risk analysis process, so that there are no risks that are ignored when determining the type of Business License. The results of the risk analysis for each business activity are grouped into 3 main risk levels, namely: Low, Medium, and High.

The determination of type of Business License is then determined based on the level of risk of a business activity. For businesses with a low level of risk, Business Actors only need to register in the OSS System to obtain a Business Identification Number (NIB). For medium risk levels, the business license is NIB and standard certificates. Meanwhile, for high-risk business activities, the Business License is an NIB and a Permit. To complement the permit, especially for certain business activities and with a high level of risk, it is also possible for business licenses to be added with a standard certificate. Figure 1 below is the process of determining business licensing based on Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing.

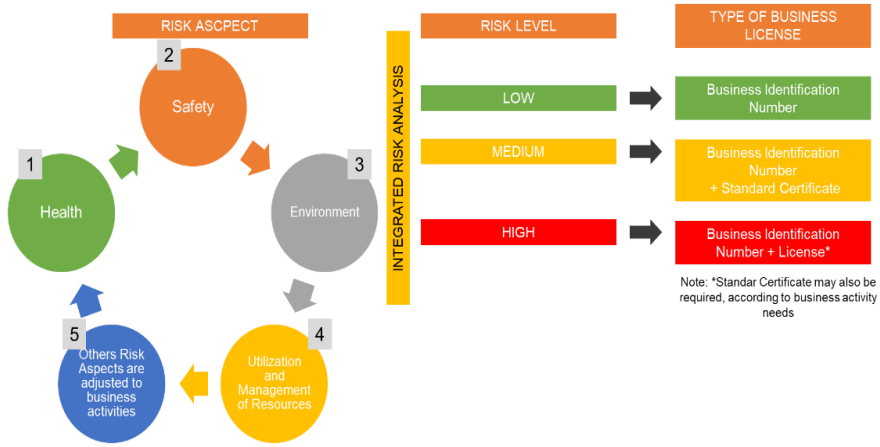

Figure 1. Business Licensing Determination Process

The level of business risk is obtained by multiplying the value of the hazard by the value of the potential hazard. This multiplication is carried out for each aspect of risk whose multiplication results refer to the risk matrix, and the multiplication results on each aspect determine the level of risk. The level of risk of business activities is determined based on the maximum risk level of at least one aspect of the risk. Based on the calculation and analysis of the risk level, the risk level of business activities is determined with the following classification:

a. Business activities with a low level of risk;
b. Business activities with medium risk levels are divided into:
   1) Medium and low risk level;
   2) Medium-high level of risk.
c. Business activities with a high level of risk.

The process of determining risk-based electronic business licensing is carried out by the Cimahi City Government in accordance with Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing. All business license applications by Business Actors are carried out electronically through the Integrated Licensing Information System or SiPinter (dpmptsp.cimahikota.go.id/member/login) website, which is an application developed to speed up the licensing process at the Cimahi City Investment and One-Stop Integrated Services Office (DMPTSP). Permit applicants or Business Actors can apply online anywhere and anytime, and track permit processing in real time. Figure 2 below is the SiPinter website developed by the Cimahi City Government.

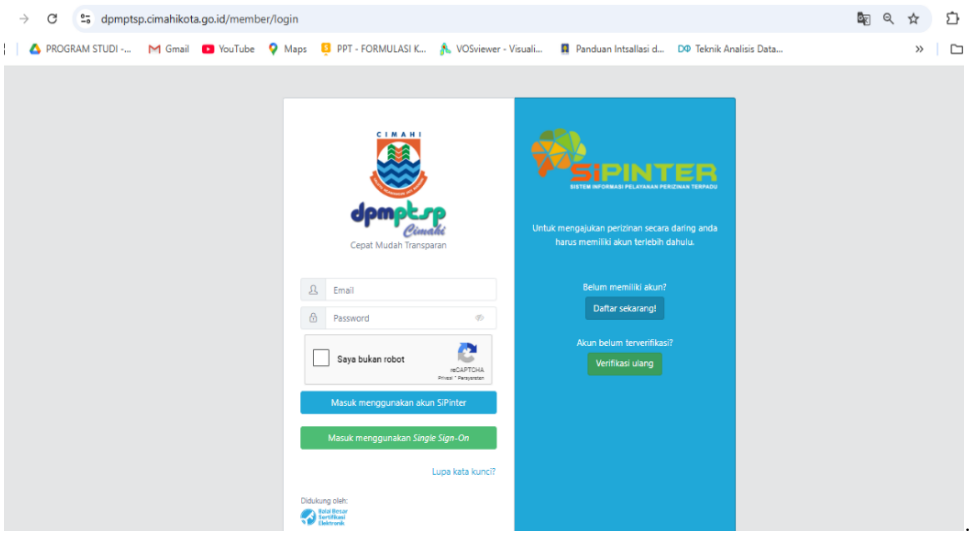

Figure 2. SiPinter OSS Portal Cimahi City

After the Applicant or Business Actor registers on the SiPinter application and pays Non-Tax State Revenue (PNBP), the next step is to review the business location submitted by the Business Actor based on 4 (four classifications of different business activity risk levels in the treatment of the licensing process. If there are Business Actors who are considered by the Regional Government to be a low-risk business scale, then the licensing is automatic. So, Business Actors only need to register and then issue the NIB as their permit in about 2-3 days.

However, if the Business Actor takes care of the licensing and the results of the Regional Government's assessment are medium-high and high-risk business scales, then verification and validation are required according to the authority of the Regional Government institution. Verification from the Institution or Spatial Planning Office of the Regional Government is in the form of an Approval for the Suitability of Space Utilization Activities or PKKPR issued based on the results of the assessment of the suitability of the proposed business activities with the Regional Spatial Plan (RTRW). Meanwhile, if the Business Actor is small, then the NIB is issued with an independent statement on the OSS system, so that there is no verification and validation from the Cimahi City Institution or the Regional Spatial Planning Office.

PKKPR issued by the Institution or Spatial Planning Office of the Regional Government before the Job Creation Law is a location permit. If, for example, there are Micro, Small, and Medium Enterprises (MSMEs) in the zone where their activities are regulated, such as restrictions or conditional activities, then after the independent declaration, there is a certificate containing the requirements for activities regulated in a certain zone in the form of spatial technical considerations.

This spatial planning technical consideration contains additional requirements to take care of permits related to Building Permits or Building Approvals (PBG) at this time. This spatial planning technical consideration usually regulates MSME activities that are polluting or located in certain zones, such as residential areas. Technical considerations of spatial planning provide requirements that must be met by Business Actors in continuing building

permits, such as environmental permits, in the form of Environmental Management Efforts (UKL) and Environmental Monitoring Efforts (UPL), and Environmental Impact Analysis (EIA).

All PKKPR processes and technical considerations carried out by the Cimahi City Regional Government Spatial Planning Office Institution are carried out manually. Related to the digital map of the Detailed Spatial Plan (RDTR), which is integrated with the OSS-RBA system, it is currently still in the stage or process of preparation at the Cimahi City Spatial Planning Office. However, it is not a problem or an obstacle, because to provide PKKPR recommendations, it can be done with the Cimahi City Regional Spatial Plan (RTRW), which is used as a reference for its issuance.

RTRW is still used as a single reference because the area of Cimahi City is relatively small, so in terms of zoning arrangements and activities will be the same between RTRW and RDTR. Based on regulations, this condition is allowed, considering that PKKPR is needed when a business area does not have an RDTR or RDTR has not been integrated into the OSS system. Meanwhile, the Suitability of Space Utilization Activities (KKPR) can be verified automatically through the OSS system if the RDTR has been integrated.

The KKPR process by the Cimahi City Spatial Planning Office was carried out after the Ministry of Agrarian Spatial Planning - National Land Agency (ATR-BPN) of the Cimahi City Region issued a Technical Consideration Minutes (RPT) for the issuance of Land Technical Considerations (PTP), after which the Cimahi City Spatial Planning Office carried out an assessment of the proposed document of space utilization activities. Business Actors who will register their business in the application must meet several classifications that are requirements/stipulations, including:

1) Drawing of the map/business location in the registration in the form of a polygon requires the applicant to attach the coordinates of the polygon as a whole to the boundaries of the land plot of the business location.
2) Proof of land use control is required from the applicant to fill out the land status plan, including their own property, lease, or borrowed use.

The PTP process, which involves assessing the proposed document for space utilisation activities by the Cimahi City Spatial Planning Office, will be immediately continued by the PKKPR to be issued, provided there are no obstacles to deviation from the business location in accordance with the spatial planning. If these problems occur, then before the PKKPR is accepted and issued, coordination must be carried out with other technical agencies, such as the Environment Agency and the Housing and Settlement Areas Service, in a Spatial Planning Forum (FPR). The function of the FPR is to provide recommendations for the issuance of PKKPR (Adiningsih et al., 2023). Figure 3 below is a flow diagram of the PKKPR business process in Cimahi City based on interviews and reviews of previous research literature.

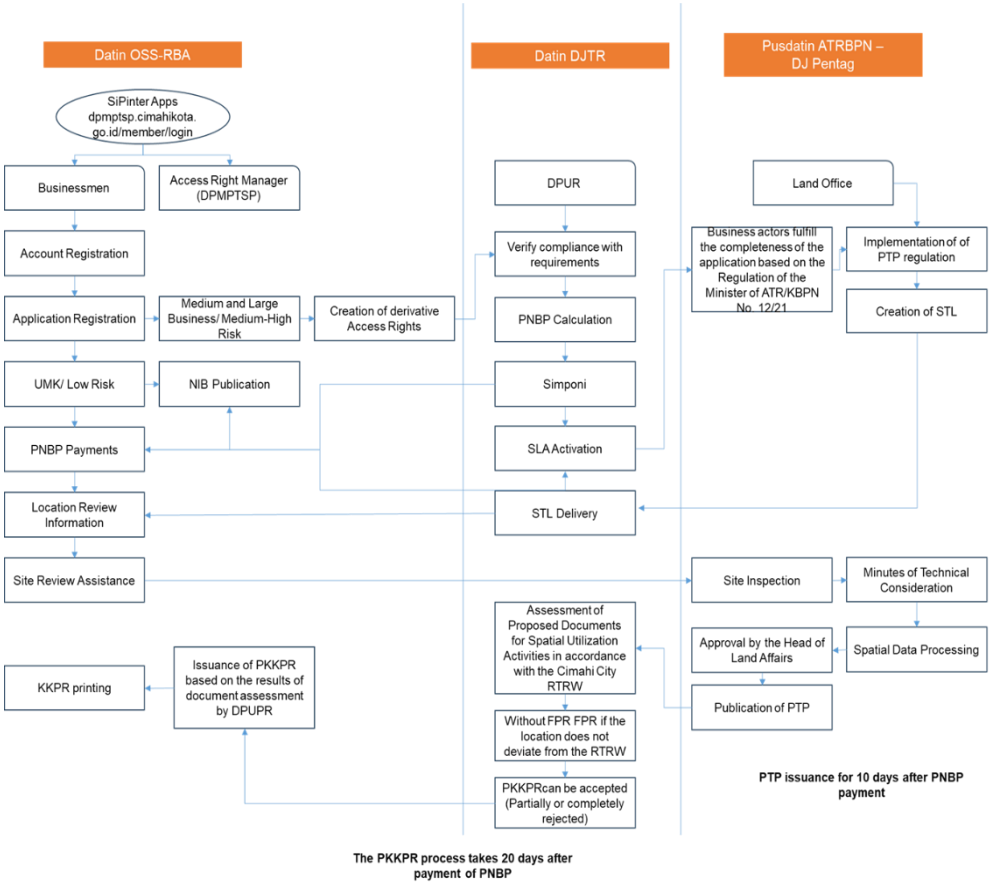

Figure 3. Flow Diagram of the PKKPR Process in Cimahi City

The Cimahi City Government, through the DPMPTSP, has issued PKKPR for large-scale businesses. The regulation of PKKPR is in line with Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing. South Cimahi District is the district that receives the most PKKPR permits for large-scale businesses. This is because, according to the direction of the Cimahi City RTRW, one of the development directions in South Cimahi District is as an Industrial Designation Area. Figure 4 below is a map of PKKPR that has been implemented by the Cimahi City Government through the DPMPTSP.

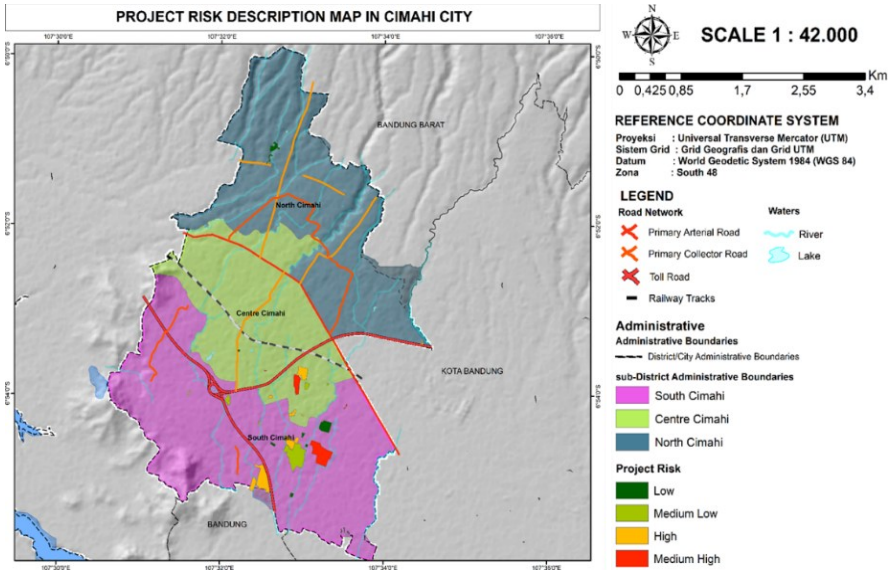

Figure 4. Map of PKKPR Large Business Scale in Cimahi City

Based on the results of the overlay analysis between the spatial pattern map of the Cimahi City RTRW and the existing land use map, it was found that the suitability of space use was 70 percent. South Cimahi District, as the sub-district that provides the most permits to large-scale businesses, already has a suitability of almost 97 percent of space utilization, indicating that the PKKPR process has been running very well. The following Figure 5 is a map of the suitability between the RTRW spatial pattern and the map of existing land use, and the location of large businesses that have been permitted in Cimahi City.

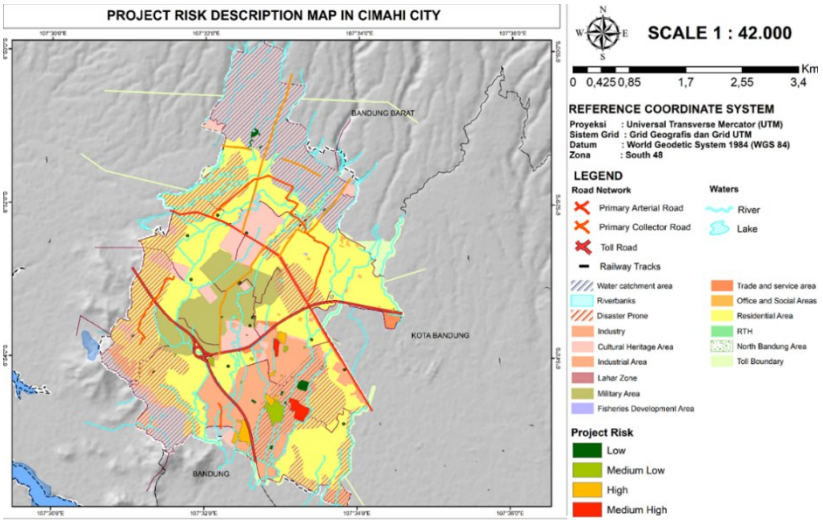

Figure 5. Map of the Suitability Between the RTRW Spatial Pattern and the Map of Existing Land Use and the Location of Large Businesses that have been Permitted in Cimahi City

3.1. Identification of Problems in the Implementation of OSS-RBA In Cimahi City

Based on the results of joint interviews with the Investment and One-Stop Integrated Services Office (DPMPTSP), the Public Works and Spatial Planning Office (DPUPR), and the Cimahi City Land Office, several problems were found in the implementation of OSS-RBA in Cimahi City. Problem identification is carried out using the problem tree analysis method, so that the cause and effect of the problem can be mapped in Figure 6.

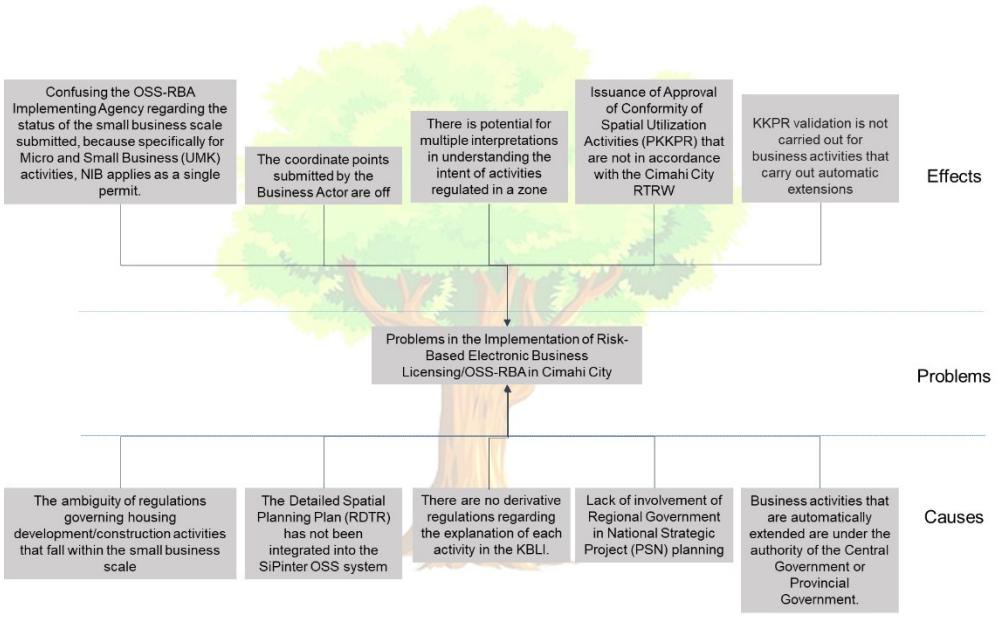

Figure 6. Identification of Problems in the Implementation of OSS-RBA in Cimahi City

Based on the problem tree analysis in Figure 6, there are 5 (five) problems related to the implementation of electronic business licensing in Cimahi City. Based on the identification of problems that have been carried out, the identification of regulatory and technical gaps (Amar et al., 2024) (Arenawati & Riswanda, 2023), digital mapping systems (Widiatedja et al., 2024), ambiguous risk assessments (Hariyanto, 2022), and challenges in system integration (Taslimin et al., 2024) are still problems in the implementation of electronic business licensing or OSS-RBA in Cimahi City. The problems of implementing OSS-RBA in Cimahi City that have been structured based on problem tree analysis include:

1. There is no regulation that regulates housing development/construction activities that are included in the scale of small/medium/large businesses. The regulation only regulates the scale of a business of more than 5 billion, so it is classified as a small business. Meanwhile, residential area development activities by Developers/Private Individuals who only include development capital outside of land and building capital are classified as small-scale businesses. Therefore, if it enters the OSS-RBA system, it will confuse the OSS-RBA Implementing Organizer regarding the status of the small business scale submitted, because specifically for

Micro and Small Enterprises (MSEs) activities, the NIB is valid as a single license without any validation and validation.

2. The coordinate point proposed by the Business Actor is deviant because the Cimahi City RDTR has not been integrated into the SiPinter OSS system. This problem can be overcome by manually checking the coordinate points and polygon shape by Electronic Business Licensing Operators, such as the Cimahi Land Office and the Cimahi City DPUPR, so that there are no more errors in the location application. However, it hinders the effectiveness of speed in the licensing process time because it is done manually and requires intensive communication with Business Actors.
3. There is no derivative regulation regarding the explanation of each activity in the Indonesian Business Field Standard Classification (KBLI), so it allows for the potential for multiple interpretations in understanding the purpose of the activities regulated in a zone. For example, in a zone, it is allowed for plastic industry activities. However, Business Actors who propose plastic industry activities in the zone will only carry out plastic retail trade activities whose KBLI code is different from the plastic industry. This will make it difficult for electronic Business Licensing Operators such as DPMPTSP and DPUPR in granting licenses.
4. Problems related to the National Strategic Projects (PSN) in the Regions, such as the construction of BTS Towers in Cimahi City. The development permit is directly from the Central Government, and during the planning process of the BTS Tower network, the Cimahi City Regional Government was not involved, so the issuance of PKKPR was not in accordance with the Cimahi City RTRW because it is in the City Forest Zone. Therefore, the Cimahi City Government provides a note/correction of the discrepancy so that it can be considered by the Central Government. This problem is an issue for Regencies/Cities in West Java Province.
5. Automatic renewal for business activities under the authority of the Central Government or Provincial Government, so that PKKPR validation is not carried out because the issuance of permits already existed before the regulation on risk-based electronic business licensing or OSS-RBA.

3.2. Evaluation of The Effectiveness of The Implementation of OSS-RBA in Cimahi City

The effectiveness of the implementation of electronic business licensing or OSS-RBA in Cimahi City in this study is based on the development of managerial strategies, which are divided into four indicators. The four indicators include service speed, service accuracy, transparency, and timeliness (Syamsuddin et al., 2024). The method for analysing the effectiveness of OSS-RBA implementation in Cimahi City involves weighting the perceptions of Expert Respondents regarding the four criteria for the effectiveness of managerial strategies that are considered most important. The Expert Respondents in this study consisted of 3 (Three) Expert Respondents from agencies related to licensing, including One-Stop Investment and Integrated Services Office (DPMPTSP), the Public Works and Spatial Planning Office (DPUPR), and the Cimahi City Land Agency (Badan Pertanahan Kota Cimahi). The following table 3 is the result of weighting perceptions from Expert Respondents related to the criteria for the effectiveness of the implementation of OSS-RBA in Cimahi City.

Table 3. Weighting Of Expert Respondents' Perceptions Regarding the Criteria for the Effectiveness of The Implementation of OSS-RBA In Cimahi City

No	Criterion	R1	R2	R3	Total Score	Mean Score
1	Service Speed	5	5	5	15	5.00
2	Service Accuracy	5	5	5	15	5.00
3	Service Transparency	5	5	5	15	5.00
4	Affordability Information	5	5	4	14	4.67
					59	4.92

Source: Processing Results, 2025

Based on the results of perception weighting, the highest scores were on the criteria of service speed, service accuracy, service transparency, and information affordability. The average score of each Expert Respondent's response is 4.9,2, which is the average score 4.75 – 5 is included in the good category (Kurniasih & Umar, 2022). This criterion perception assessment benchmark by the Expert Respondent is 98.33 percent, which means that the perception assessment is acceptable as it is within a very strong assessment range. The average score of each Expert Respondent is shown in the Radar Graph in Figure 7 below.

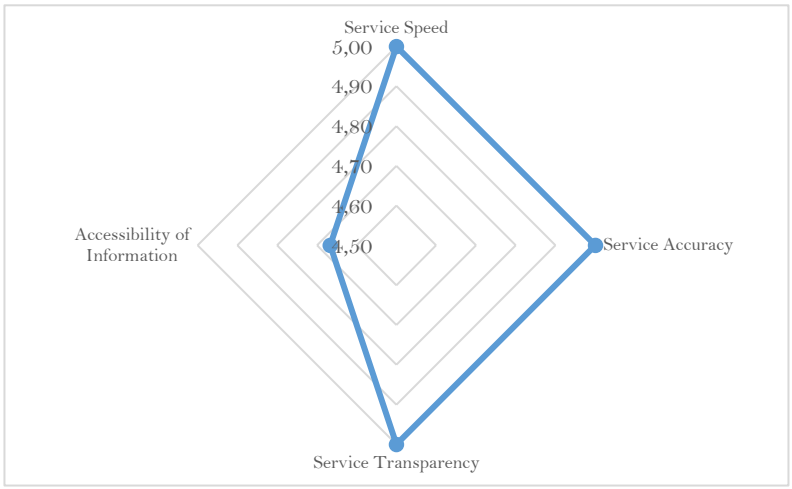

Figure 7. Average Graph of Expert Respondents' Perception of the Importance of OSS-RBA Implementation Effectiveness Criteria in Cimahi

Based on the value of importance, these criteria are very important. Although the value of the information affordability criteria is relatively smaller, it has an important value. If related to the identification of problems, the criteria for service accuracy related to the alignment of the NIB with the location of the spatial plan and alignment with the KBLI in accordance with the Norms, Regulations, Standards and Criteria (NPSK) are the main criteria chosen by the Expert Respondent as a criterion for the effectiveness of the implementation of risk-based electronic business licensing in Cimahi City.

This criterion is related to previous research, namely improving the accessibility of systems that can accommodate users with different levels of technical expertise (Adventy et al., 2024). The technical criteria for the accuracy of coordinate points that are already

appropriate between the digitally submitted location and the real location with the RTRW and alignment with the KBLI can be carried out by the Technical Institution, so that it is a very important criterion and needs to be considered in formulating alternative policies as a recommendation for the implementation of OSS-RBA-based electronic business licensing in Cimahi City.

3.3. Alternative Recommendations for Policy Solutions for The Effectiveness of The Implementation Of OSS-RBA In Cimahi City

This criterion is related to previous research, namely improving the accessibility of systems that can accommodate users with different levels of technical expertise (Adventy et al., 2024). The technical criteria for the accuracy of coordinate points that are already appropriate between the digitally submitted location and the real location with the RTRW and alignment with the KBLI can be carried out by the Technical Institution, so that it is a very important criterion and needs to be considered in formulating alternative policies as a recommendation for the implementation of OSS-RBA-based electronic business licensing in Cimahi City.

1. Alternatives in the development of reliability and speed of service policies in the electronic business licensing digital system / OSS-RBA.
2. Alternatives in the development of Central and Regional Government regulations related to the regulation of the implementation of derivative licensing, such as KKPR in the OSS-RBA system.
3. An alternative in the development of policies to provide consultation services and socialization of business licensing electronically for Business Actors, especially important MSMEs

The following table 4 is the result of weighting perceptions from Expert Respondents related to recommendations for alternative policy solutions for the effectiveness of OSS-RBA implementation in Cimahi City.

Table 4. Weighting Of Expert Respondents' Perceptions Related to Alternative Recommendations for the Effectiveness of OSS-RBA In Cimahi City

No	Alternatives	R1	R2	R3	Total Score	Mean Score
1	Policy Development	5	5	5	15	5,00
2	Regulatory Development	5	5	5	15	5,00
3	Socialization and Consultation Development	5	5	4	14	4,67
					44	

Source: Processing Results, 2025

Based on the results of the mean score perception, the highest score is in the development of policies and regulations, which are very important according to the Expert Respondents. Although the value of the criteria for the development of socialisation and

consultation is relatively small, it has significant importance. The benchmark of the assessment of the perception of this criterion by the Expert Respondent is 97.78 percent, which means that the perception assessment is acceptable as it is within an extreme range of assessments. The average score of each Expert Respondent is shown in the Radar Graph in Figure 8 below.

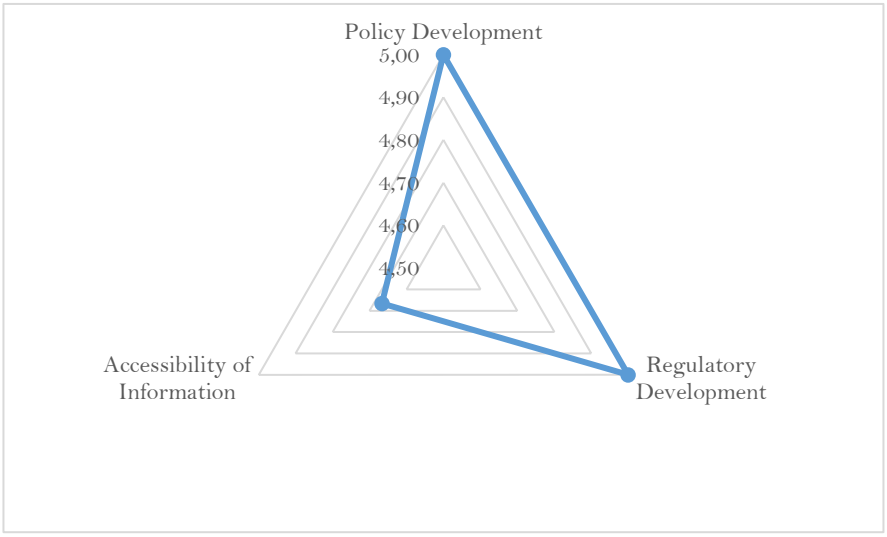

Figure 8. Average Graph of Expert Respondents' Perception Related to Alternative Recommendations for the Effectiveness of OSS-RBA In Cimahi City

Related to the identification of problems that have been carried out, policy development by encouraging the determination of the OSS RDTR to reduce deviating coordinate points and the suitability of KBLI proposed by Business Actors can be considered as an alternative recommendation that is also related to service accuracy criteria. This alternative recommendation is expected to accelerate OSS-RBA licensing services in Cimahi City, enabling their maximum implementation through integration between the digital RDTR and the SiPinter OSS system owned by the Cimahi City DPMPTSP.

Regarding the development of regulations, a derivative rule is needed to explain each activity in KBLI. More intensive coordination in the planning of PSN in the Regions by the Central Government is also important for the realisation of PKKPR harmonisation, both within the Central Government and the Regional Governments.

4. Conclusion and Recommendation

The implementation of electronic business licensing in Cimahi City was carried out pursuant to Government Regulation Number 5 of 2021. The effectiveness of implementing OSS-RBA in Cimahi City can be achieved by overcoming the main problem, which is related to service accuracy criteria, with an average value of interest based on the perception of the Expert Respondent is 5.00. The alignment of NIB with the location of spatial plans and KBLI, by NPSK, is a priority for enhancing the effectiveness of risk-based electronic business licensing implementation in Cimahi City. The recommended alternative policy solution is to develop policies that encourage the integration of OSS RDTR and regulations in the

coordination of PSN planning, aiming to achieve harmonisation between the PKKPR of the Central Government and the Cimahi City Government.

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