

The urgency of Public Service Malls in realizing good governance in Indonesia

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Article History

Received on 2 April 2025

1st Revision on 16 April 2025

Accepted on 23 April 2025

Abstract

Purpose: This article aims to analyze the urgency of establishing and developing Public Service Malls (MPP) as a strategic instrument in realizing the principles of good governance in Indonesia.

Research methodology: Using a literature study approach, this study examines the relationship between the existence of MPPs and the main elements of good governance such as transparency, accountability, efficiency, and responsiveness.

Results: The results of the study indicate that MPPs provide real contributions to the transformation of public services to be more integrated, fast, and accommodating to the needs of the community.

Implementation: Implementation of the pentahelix approach is an important strategy in strengthening public service governance through MPP.

Recommendation: Key recommendations include strengthening the service digitalization system, multi-party collaboration, and expanding the function of MPP as a public education center.

Keywords: *Public Service Mall, Good Governance, Pentahelix, Service Innovation, Governance*

How to Cite: Widnyani, I. A. P. S., Anantanathorn, A., Rahayu, N. M. P. (2024). The urgency of Public Service Malls in realizing good governance in Indonesia. *Journal of Multidisciplinary Academic and Practice Studies*, 2(4), 57-70.

1. Introduction

Changes in the social and technological environment have driven public demands for quality, fast, and transparent public services. The Indonesian government, through bureaucratic reform, has positioned public services as the main indicator of successful governance. One of the innovations initiated is the establishment of the Public Service Mall (MPP), which is designed as an integrated service center across agencies and sectors. In this context, MPP is the embodiment of the principles of good governance as formulated by UNDP (1997), namely transparency, accountability, effectiveness, efficiency, and participation. This article analyzes the role of MPP in supporting the implementation of these principles and formulating strategies for strengthening public service policies based on multi-party collaboration (Dwiyanto, 2021).

One of the issues of problems in general governance in the Regency/city, especially related to public services, is the suboptimal implementation of regional government services. One of the efforts to realize good governance is through the implementation of good governance, with collaboration and interaction between the government, the community, and the private sector in providing services or receiving services. Service problems that need to be addressed are related to public service governance to improve the quality of public services. The implementation of public services covers many things so that a forum is needed to facilitate the implementation of various forms of public services (Widodo, 2021).

One-stop integrated public service is a system that can integrate public services between local governments and ministries/institutions. In implementing one-stop integrated public services, a place called a public service mall is needed. A public service mall is the integration of public services provided by ministries, institutions, provincial and district/city governments, state-owned enterprises, regional-owned enterprises, and the private sector in an integrated manner in 1 (one) place as an effort to increase speed, ease, reach, comfort, and security of service. Public services provided at public service malls (MPP) are the services most needed by the local community and services that can be an alternative for the local community. MPP is a solution that must be carried out by the local government to the problem of suboptimal governance of local government institutions (Denhardt & Denhardt, 2015; Nimtur, Kusa, & Olanrewaju, 2023).

MPP is supported by its formation in the law and each region should have MPP for easy access for the wider community because the services offered are also electronic-based. One of the problems in local government is the high population growth rate. This will affect local government governance. This is because more and more people need to be served optimally. If the acceleration of integrated one-stop services is not carried out, it will become a problem that continues to recur and increase every year (Hadiwijaya & Yustini, 2023; Tahir, 2018).

This study uses a qualitative approach through literature studies (library research) on various academic sources and regulations related to the implementation of public services and good governance. Data sources include national policy documents, previous research results, and theories of public governance and service innovation. Data are analyzed descriptively analytically with a focus on the integration of concepts and practices.

2. Results and Discussions

2.1 Public Service Mall as an Innovation in Service Governance

MPP is present as a breakthrough in simplifying the service process through the integration of various service units in one physical and digital location. This innovation addresses the classic weaknesses of bureaucracy such as complicated services, long waiting times, and lack of procedural certainty. The government's goal in establishing a public service mall is so that Public Service Provision can be carried out through 1 (one) Service Outlet. In addition, in order to identify the objectives of establishing MPP as follows:

1. Provision of facilities, places, and/or service spaces;
2. Arrangement and regulation of service patterns in the implementation of MPP;
3. Coordination of the availability of Service Standards for all services in MPP;
4. Guaranteeing the quality of service in MPP in accordance with Service Standards;
5. Provision of rules and regulations;
6. Provision of mechanisms, management, and resolution of public complaints that are integrated or connected to the national public service complaint management system in the implementation of MPP; and
7. Monitoring and evaluation of the implementation of MPP

The objectives of establishing a Public Service Mall are:

1. Integrating services to improve speed, ease, reach, comfort, and security in services.
2. Increasing competitiveness and facilitating the business process.
3. Creating professional, serving, transparent, accountable, efficient, and integrity-based governance.
4. Building economic connectivity between business actors and encouraging economic growth and investment that supports and sides with the community.

2.2 Correlation of MPP with the Principles of Good Governance

Governance is the management of resources and the organization of individuals and groups through social, political, administrative, and economic mechanisms (Tahir, 2018). According to the World Bank, governance includes how political power is used to manage state affairs and manage economic and social resources for development. Good governance is the competent management of state resources and affairs, in an open, transparent, accountable, fair, and responsive manner to the needs of

the community. According to Johnston (2014), to achieve good governance, political freedom, protection of individual rights, a stable currency, access to education and health, and government accountability are needed. The four main principles of good governance are consensus-oriented, accountable, transparent, and encouraging participation. In addition, good governance must follow the rule of law, be responsive, effective and efficient, inclusive, and equitable.

MPP provides space for the implementation of good governance principles through:

1. Transparency: Service information is openly available and can be accessed by the public.
2. Accountability: The performance of service units can be evaluated periodically and based on clear indicators.
3. Efficiency and Effectiveness: Service integration reduces waste of resources and shortens the service process.
4. Responsiveness: The service process is faster in adjusting to community needs.

2.3 MPP Strengthening Strategy through the Pentahelix Approach

The pentahelix model involves five main elements: government, academics, business, society, and media. In the context of MPP, synergy between these elements is needed in:

1. Planning services based on citizen needs.
2. Socialization and public education through the media.
3. Development of digital systems and training of service human resources.

2.4 Challenges of Implementing MPP

The success of Public Service Malls does not only depend on physical facilities, but also on synergy between agencies, technological innovation, and competent human resources. Therefore, support and commitment from all parties, both the central government, local governments, and the private sector, are needed so that MPP can function optimally and provide maximum benefits to the community.

Some of the challenges still faced:

1. The digital literacy gap of citizens.
2. Lack of coordination between agencies.
3. Limited human resources for services in the regions.

The solutions offered include increasing human resources capacity, integrating information systems, and expanding the function of MPP as a center for public service education.

3. Conclusion

Public Service Mall is a solution to answer the challenges of faster, more efficient, and more integrated public services. MPP makes it easier for the public to access various government and private services in one place, which will ultimately speed up the service process, increase transparency, and reduce complicated bureaucratic practices.

The establishment of MPP is crucial in supporting the vision of bureaucratic reform that is oriented towards public satisfaction. Through the provision of integrated services, Public Service Mall not only provides benefits for service users, but also increases the effectiveness and efficiency of government institutions in carrying out their functions.

Public Service Mall has proven to be a strategic instrument in strengthening good governance in Indonesia. The presence of MPP increases bureaucratic efficiency, expands service accessibility, and encourages accountability and public participation. The success of MPP is highly dependent on the ability of collaboration between stakeholders through a pentahelix approach.

Considering the various advantages offered, accelerating the establishment of Public Service Mall is a strategic step to improve the quality of public services and realize a government that is more responsive to the needs of the community in this modern era.

3.1 Recommendations

1. The central and regional governments need to expand the presence of MPP to all districts/cities with a local needs-based approach.
2. Digitalization of services must be a priority in the development of MPP.
3. The collaborative pentahelix approach must be formalized in the form of cross-sector partnerships.
4. The educational function of MPP for the community needs to be strengthened so that the public understands the procedures and their rights in services.
5. MPP will help overcome various bureaucratic problems that have so far been obstacles to public services.
6. MPP can play an important role in supporting infrastructure development programs, especially those related to the development of the tourism sector and public facilities. With the integration of services from various agencies in one place, the processing of permits and administration related to infrastructure will be faster and well-coordinated, so that development projects in the area can run more smoothly and according to target.
7. MPP will be a long-term solution to improve the quality of public services in a sustainable manner.
8. Regional governments need to ensure that MPP is designed with attention to the specific needs of the local community and is equipped with competent human resources and adequate infrastructure. Through MPP, the public will get easier, faster, and more inclusive access to government services, which will ultimately increase public satisfaction and strengthen public trust in the performance of local governments.
9. Local governments need to immediately initiate the process of establishing MPP by involving all stakeholders to ensure its success in providing optimal services to the public.

Acknowledgements

To the Honorable Chairman of the Jagadhita Denpasar Foundation, Rector of Ngurah Rai University, Director of the Postgraduate Program of Ngurah Rai University, Dean of 2Faculty of Political Science and Law, Burapha University, Thailand, Lecturers and students of the Master of Public Administration Study Program, Postgraduate Program of Ngurah Rai University.

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