International Journal of Applied Research and Sustainable Sciences (IJARSS)
Vol. 4 No. 3 , 2026: 273 - 288

The Quality of SMART Merapat Service in the Issuance of Business Identification Numbers (NIB) for MSME Actors in Bogor City

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A R T I C L E I N F O

Keywords: Service quality, Business Identification Number (NIB), SMART Merapat, MSMEs.

Received : 24 December 2025
Revised : 24 February 2026
Accepted: 25 March 2026

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A B S T R A C T

High quality public services are a key factor in improving public satisfaction, particularly regarding the issuance of the Business Identification Number (NIB). There are challenges in its implementation, namely the public's limited knowledge of the NIB and its benefits, system errors in the Online Single Submission system, and a lack of understanding among MSME operators regarding how to independently process the NIB. The SMART Merapat program was introduced to streamline the NIB application process, making it faster and easier. This study aims to assess the quality of NIB issuance services through the SMART Merapat program and to identify the factors supporting and hindering these services. The study employs Zeithaml et al.'s theory with five dimensions. A quantitative research method was used via a questionnaire administered to 107 respondents. The results indicate that service quality was rated as good by the public with a score of 4.14 (good), while employees rated it at 4.60 (very good).

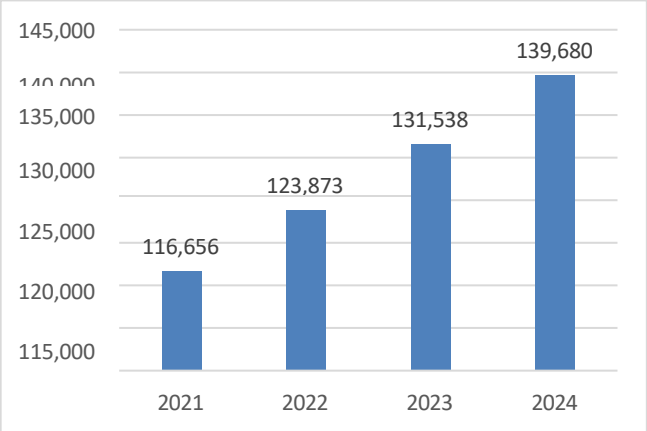
INTRODUCTION

Public service is a series of activities carried out to meet the needs of the community in the life of the nation and state in Indonesia, organized in accordance with Law No. 25 of 2009 concerning Public Service. The provision of public services is fundamentally aimed at improving the welfare of the community through the fulfillment of various daily needs (Arifelly et al., 2024).

Service quality is a key factor in the government's delivery of public services to the public. Quality service is characterized by ease of access, speed, accuracy, and the competence of staff in serving the public according to existing needs. In the context of business licensing, service quality is essential to support ease of doing business, particularly for Micro, Small, and Medium Enterprises (MSMEs).

In the city of Bogor, the number of MSMEs continues to grow each year; this growth can be seen from 2021 to 2024, reaching 139,680 MSME operators. From 2021 to 2024, the average annual growth rate of MSMEs in Bogor was 6.19%, indicating the continued potential for MSME development. This trend suggests that an increasing number of people are choosing to start their own businesses as a means of generating income. The increase in the number of MSMEs also reflects the economic conditions of Bogor City, which continue to improve.

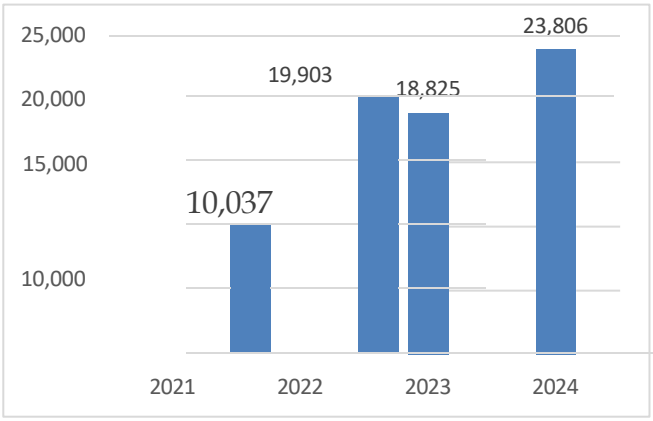
Table 1.1 Number of MSMEs in Bogor City



Source: West Java Open Data *Website*

However, the number of SME operators who have registered and obtained a Business Identification Number (NIB) as their legal business identity is still not fully commensurate with the total number of existing SMEs. The NIB is the official business identification issued through the Online Single Submission (OSS) system, based on Government Regulation No. 5 of 2021 on the Implementation of Risk-Based Business Licensing. This NIB serves as proof of business legality and facilitates business owners in accessing various business facilities (Rahayu et al., 2021).

Table 1.2 Number of Issued NIBs in Bogor City



Source: West Java Open Data *Website*

The number of NIBs issued in Bogor City has been increasing every year. The highest number of NIBs issued was in 2024, totaling 23,806. However, in reality, the number of MSME operators in Bogor City is still far greater than the number of business operators who have obtained an NIB. In 2024, there were approximately 139,680 MSME operators, and only about 50%—or approximately 72,571 people—of the total number of MSMEs in Bogor City had obtained an NIB, while approximately 67,109 people had not yet obtained one. This situation indicates that there remains a gap between the number of MSMEs and the number of business operators who have obtained business legal status.

This is due to several factors, including the fact that many people are still unaware of what an NIB is and how it benefits their businesses. Additionally, technical issues with the Online Single Submission system—which occasionally experiences disruptions or server errors—also hinder the NIB application process. Another factor is the lack of understanding among some MSME operators regarding how to independently apply for an NIB through the digital system, meaning they require assistance throughout the process. In response to these issues, the City Government, through the Bogor City Investment and One-Stop Integrated Service Agency, has introduced a public service innovation called SMART Merapat, where SMART stands for Simple, Easy, Accountable, Friendly, and Timely, while Merapat stands for Serving the Community Quickly. This service is a mobile outreach program with a proactive approach aimed at bringing licensing services closer to the public. Through this service, officials visit specific locations directly, such as sub-districts or villages within the City of Bogor, so that the public can apply for an NIB more easily. The SMART Merapat service operates once a week at different service locations in each area.

The SMART Merapat service offers a variety of benefits to the public, particularly to MSME owners. This service makes it easier for people to access public services without having to visit service offices in person, which may be quite far from where they live. With the mobile service units,

it is hoped that the NIB application process will become easier, faster, and able to reach a wider audience. Additionally, this service also provides direct assistance to SME operators who are having difficulty understanding the NIB issuance procedures through the OSS system.

Based on this background, this study aims to examine and analyze the quality of service provided by SMART Merapat in issuing Business Identification Numbers (NIBs) to MSME operators in the city of Bogor. This study is expected to provide an overview of the quality of service delivered through the mobile unit system and the extent to which this service assists MSME operators in obtaining business legitimacy through NIB issuance, as well as to identify supporting and hindering factors in the implementation of the service.

LITERATURE REVIEW

This study employs the service quality theory proposed by Zeithaml, Parasuraman, and Berry, as cited in (Luthfillah et al., 2023). This theory explains that service quality has five dimensions, namely Tangibles (physical evidence), Reliability, Responsiveness, Assurance, and Empathy.

1. Tang*ibles*
   This dimension refers to the assessment of aspects that can be physically observed, such as the neatness and appearance of staff, the comfort of service facilities, and the use of supporting equipment in the service process.
2. R*eliability*
   This dimension pertains to service reliability, which encompasses staff accuracy in performing their duties, the clarity of service standards, staff proficiency in operating equipment during service delivery, and their expertise in using such equipment.
3. *Respons*iveness
   This dimension relates to staff members' ability to be responsive, such as responding to every customer who needs assistance, and providing service quickly, accurately, and thoroughly.
4. Ass*urance*
   This dimension assesses aspects related to assurance, such as timeliness and cost, the legality of documents, staff attitudes that foster trust and confidence in applicants, and other forms of assurance.
5. Emp*athy*
   This dimension describes how staff demonstrate friendliness, courtesy, and prioritize customer needs.

METHODOLOGY

The approach used in this study is quantitative, specifically a descriptive study. According to Sugiyono (as cited in Hernawan et al., 2019), a descriptive research method aims to explain and describe the conditions of a variable or several variables independently, without comparing them to other variables or seeking relationships among them.

Meanwhile, the quantitative method is a method used to analyze numerical data (numbers) through statistical calculations, which ultimately facilitates the interpretation of the raw data that has been collected (Sugiyono, 2023).

Furthermore, data collection techniques are structured procedures carried out to obtain accurate data from both primary and secondary sources. In this study, data were collected using several techniques tailored to the research needs.

1. Questionnaire
   A questionnaire involves distributing a series of statements on paper to employees and the public, who then select from provided response options. In the questionnaire, the Likert scale serves as a measurement method to gather data from respondents. The process involves assigning scores to each response option to measure the responses provided. The data obtained through the questionnaire is then processed and analyzed using the *Weighted Mean Score* (WMS) method.
2. Interview
   An interview is a process of gathering information through two-way communication between two or more people. The interview conducted was structured, with a written questionnaire prepared in advance.
3. Observation
   Observation is a process of observing and scrutinizing to achieve a specific objective. In its implementation, the researcher acts as an independent observer without becoming involved in the work process.
4. Literature Review
   Used to obtain theories, concepts, and information relevant to the research topic—specifically regarding service quality—from books, scientific articles, journals, and news sources. This technique aims to strengthen the research's theoretical foundation.

The sample for this study consisted of 107 respondents, including 94 members of the public who had used the SMART Merapat service and 13 staff members who provided the service. This composition of respondents was selected to obtain a more comprehensive picture of service quality, both from the perspective of service users and service providers. By involving both parties, this study is expected to provide a more objective assessment of the implementation of the SMART Merapat service.

RESEARCH RESULTS

Service quality is a critical aspect that requires the government's attention, both at the central and local levels (Quainy Mizanullah et al., 2023). High-quality public services reflect the government's performance in addressing community needs, particularly in the areas of administration and licensing. Therefore, public services must continuously innovate to effectively address the challenges of globalization, technological advancements, and increasingly complex public demands. In public services, this innovation

is necessary to improve service quality, expedite administrative processes, and enhance public satisfaction with these services. One of the public service innovations currently being widely implemented is technology-based and mobile services that allow the public to easily access services, such as on-demand services (Rafi et al., 2023).

The Bogor City DPMPTSP has introduced an innovative public service initiative called SMART Merapat (Simple, Easy, Accountable, Friendly, Timely, and Providing Fast Service to the Community), which has been in operation since March 2023. This initiative features an on-site service system designed to assist business owners facing difficulties in obtaining their NIB without having to visit the Bogor City DPMPTSP office. This innovation is expected to provide fast, easy, and efficient service to support business growth in Bogor City.

In this study, the service quality of SMART Merapat in the process of issuing Business Identification Numbers for MSME operators in Bogor City was analyzed using the service quality theory proposed by Zeithaml, Parasuraman, and Berry. Service quality was measured across five dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy.

This study examined respondents' responses based on indicators within each of these dimensions to determine the level of service quality implementation, as well as the supporting and inhibiting factors influencing that service quality.

a. Tangible Dimension (Physical Evidence) The tangible dimension refers to the physical aspects of the service process, which are visible in form. To support staff in delivering optimal service, this dimension encompasses the appearance of service personnel, the comfort of the premises, and the availability of facilities and infrastructure. The results of respondents' responses regarding the Tangible dimension are presented in the following table.

Table 1.1 Summary of Tangible Dimension Indicators

No	Question Item	Community		Employees	
		Mean	Evaluation criteria	Mean	Evaluation criteria
1	SMART Merapat service staff are neat and polite when assisting with NIB issuance.	4.53	Very Good	4.84	Very Good
2	The SMART Merapat service center is comfortable to use for the NIB application process.	4.08	Good	4.46	Very Good
3	Facilities (desks and chairs, computers, internet connection, printers, stationery, etc.) are adequate to support NIB services.	3.80	Good	4.46	Very Good
4	MSME operators can easily access information regarding the schedule and location of	3.78	Good	4.46	Very Good

	SMART Merapat services.				

Research results, 2026

Based on the results of the indicator summary for the tangible dimension (physical evidence), both employees and the public gave positive ratings for the facilities and infrastructure as well as the physical appearance that support the service process. The public's rating averaged 4.04 (good), while that of employees was 4.55 (very good). The results indicate that the neat and polite appearance of staff members while providing services showed the highest indicator, as the public assessed that staff members displayed a professional attitude, maintained neat attire, and demonstrated politeness when interacting with service users, thereby creating a positive impression and increasing public trust in the quality of service provided.

However, there are still some shortcomings, particularly regarding service facilities, such as a shortage of seats during peak hours and the lack of Wi-Fi. Additionally, since the service area is located outdoors, it gets quite hot during the day, which reduces the comfort of visitors while they wait for their turn. Therefore, the facilities need to be improved, starting with the addition of more waiting chairs and Wi-Fi. Furthermore, information regarding service schedules could be provided directly.

b. Reliability Dimension The reliability dimension refers to the ability of staff or agencies to provide appropriate services in accordance with existing regulations, which includes the accuracy of staff in performing their duties, the clarity of service standards, the ability of staff to operate equipment during service delivery, and their proficiency in using such equipment

Table 1.2 Summary of Reliability Dimension Indicators

No	Question Item	Community		Staff	
		Mean	Evaluation criteria	Mean	Evaluation criteria
1	SMART Merapat staff handle NIB applications meticulously to prevent data errors.	4.52	Very Good	4.69	Very Good
2	The NIB issuance service provided by the SMART Merapat mobile unit has clear standards and procedures.	3.86	Good	4.76	Very Good
3	SMART Merapat staff have good skills and knowledge regarding the operation of laptops and the OSS system for issuing NIBs.	4.19	Good	4.53	Excellent

Research results, 2026

Based on the results of the indicator summary for the Reliability dimension, there is a difference in assessment between employees and the public

regarding the reliability of staff in NIB issuance services through the SMART Merapat program. Public respondents rated the service as "Good" with an average score of 4.19, while employee respondents rated it as "Very Good" with an average score of 4.66. This difference indicates that employees consider the service to be highly reliable because they have a direct understanding of procedures and work standards, while the public continues to provide positive evaluations even though there are still some service experiences perceived as not yet fully optimal—as some members of the public have not fully grasped the standard operating procedures (SOPs) explained by staff, particularly regarding the requirements and technical stages of the service. However, overall, the results indicate that the SMART Merapat service has been operating quite reliably through the staff's ability to provide careful, consistent, and procedure- compliant service.

c. Responsiveness Dimension This dimension relates to the ability of staff to be responsive, such as responding to every customer who needs assistance, and providing services quickly and accurately.

Table 1.3 Summary of Responsiveness Dimension Indicators

No	Question Item	Community		Staff	
		Mean	**Evaluation criteria**	**Mean**	**Evaluation criteria**
1	SMART Merapat officers always respond to MSME actors who wish to apply for an NIB.	4.45	Very Good	4.76	Very Good
2	SMART Merapat staff handle NIB applications quickly.	3.54	Good	4.38	Very Good
3	The time taken to issue the NIB through SMART Merapat was as promised, namely 1 working day.	3.86	Good	4.30	Very Good
	Total	**3.95**	**Good**	**4.48**	**Very Good**

Research Results, 2026

Based on the summary of indicators in the Responsiveness dimension, there is a difference in assessment between the public and employees regarding the speed of SMART Merapat's service in the NIB issuance process. The public rated the service as "Good" with an average score of 3.95, while employees rated it as "Very Good" with an average score of 4.48. These results indicate that SMART Merapat's service is deemed capable of providing a good response to the needs and complaints of MSME actors, where staff are considered responsive in serving, providing clear information, and addressing questions or challenges during the NIB issuance process.

However, in practice, there are still challenges regarding the speed of service. Although the process of issuing a Business Identification Number (NIB) is estimated to take approximately 30 minutes to 1 hour, in reality, the processing

time sometimes exceeds that estimate. This is due to disruptions in the system, such as errors or other technical issues that hinder the data entry or issuance of the NIB.

This situation relates to the "Responsiveness" dimension of service quality— specifically, the ability of staff to provide prompt and responsive service to the public. When the system experiences disruptions, staff must continue to provide explanations and solutions to service users so that the service process remains smooth despite technical challenges. Although technical issues—such as system disruptions—occasionally arise during the service process, potentially causing NIB issuance times to exceed the estimated 30 minutes to 1 hour, the service is generally completed on time. The issuance of the Business Identification Number (NIB) through the SMART Merapat service can typically be completed within one day provided all requirements are fully met.

d. Assurance Dimension. The Assurance Dimension evaluates various aspects related to the provision of assurances in service delivery, such as timeliness of service, clarity of costs, legal certainty, and other forms of assurance that can provide a sense of security and trust to the public.

Table 1.4 Summary of Assurance Dimension Indicators

No	Question Item	Public		Staff	
		Mean	**Evaluation criteria**	**Mean**	**Evaluation criteria**
1	SMART Merapat officers provide certainty regarding completion times and ensure that the issuance of NIBs for MSME operators is free of charge.	4.14	Good	4.53	Very Good
2	SMART Merapat staff guarantee that the NIBs issued are legally valid in accordance with applicable regulations.	4.54	Very Good	4.76	Very Good
3	The staff provided clear and easy-to- understand information regarding the NIB service.	3.95	Good	4.84	Very Good
	Total	**4.21**	**Very Good**	**4.71**	**Very Good**

Research results, 2026

Based on the summary table for the Assurance dimension, it can be concluded that the assessment of service assurance in NIB processing through the SMART Merapat program was rated as "very good" by both respondent groups: the public and employees. This is evident from the overall average score of 4.21 given by the public, which falls under the "very good" category, while employees gave a higher average score of 4.71, also in the "very good" category. This indicates that the SMART Merapat service in issuing NIBs has successfully

provided a sense of security, trust, and service certainty to the public. Officials were assessed as competent, transparent, and capable of providing clear service guarantees to applicants, thereby fostering public trust.

e. Empathy Dimension. This dimension describes the attitude of staff in providing services to the public, particularly in terms of friendliness, politeness, and the ability to prioritize customer needs so that the public feels valued and well-served.

Table 1.5 Summary of Empathy Dimension Indicators

No	Question Item	Public		Staff	
		Mean	**Evaluation criteria**	**Mean**	**Evaluation criteria**
1	SMART Merapat staff serve MSME operators politely, courteously, and respectfully.	4.35	Very Good	4.53	Very Good
2	SMART Merapat staff serve all MSME operators fairly without discrimination.	4.28	Very Good	4.61	Very Good
3	Staff can establish good communication with applicants.	4.15	Good	4.69	Very Good
	Total	**4.26**	**Very Good**	**4.61**	**Very Good**

Research results, 2026

Based on the table, it can be concluded that the assessment of officers' attitudes and behavior in providing services to MSME operators through the SMART Merapat program was rated as very good by both respondent groups, namely the public and employees. This is evident from the overall average score of 4.26—classified as very good—given by the public, while employees assigned an average score of 4.61, also classified as very good. These results indicate that, in general, the service provided by staff is already functioning very well in terms of attitude, friendliness, and communication with service applicants.

Table 1.6 Summary of SMART Merapat Service Quality Variables in NIB Issuance in Bogor City

Variable	Dimension	Indicator	Public		Employees	
			Average	**Criteria**	**Average**	**Criteria**
	Tangible	Appearance of staff/officials when serving customers	4.53	Very Good	4.84	Very Good
		Comfort of the service location	4.08	Good	4.46	Very Good
		Service facilities	3.80	Good	4.46	Very Good

Service Quality		Ease of service process	3.78	Good	4.46	Very Good
	Average		**4.04**	**Good**	**4.55**	**Very Good**
	Reliability	Staff accuracy in serving applicants	4.52	Very Good	4.69	Very Good
		Has clear service standards	3.86	Good	4.76	Very Good
		Staff have the skills and knowledge to use equipment during the service process	4.19	Good	4.53	Very Good
	Average		**4.19**	**Good**	**4.66**	**Very Good**
	Responsiveness	Responding to every applicant seeking services	4.45	Very Good	4.76	Very Good
		Staff provide service quickly	3.54	Good	4.38	Very Good
		Staff provide service on time	3.86	Good	4.30	Very Good
	Average		**3.95**	**Very Good**	**4.48**	**Very Good**
	Assurance	Staff provide cost guarantees for services	4.14	Good	4.53	Very Good
		Staff provide assurance of legality in service	4.54	Very Good	4.84	Very Good
		Staff provide clear and easy-to- understand information	3.95	Good	4.76	Very Good
	Average		**4.26**	**Very Good**	**4.70**	**Very Good**
	Empathy	Staff members provide service with a polite and courteous attitude	4.35	Very Good	4.53	Very Good
		Staff do not discriminate	4.28	Very Good	4.61	Very Good
		Staff communicates well with applicants	4.15	Good	4.69	Very Good

	Average	**4.26**	**Very Good**	**4.64**	**Very Good**
	Total	**4.14**	**Good**	**4.60**	**Very Good**

Research results, 2026

Based on Table 1.6, the Summary of Service Quality Variables for the SMART Merapat Program in NIB Issuance in Bogor City, according to Zeithml, Parasuraman, and Berry—measured using five dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy—the overall service quality provided by the SMART Merapat program received an average score of 4.14 from the public, meeting the "good" criterion, while employees gave it an average score of 4.60, meeting the "very good" criteria. This indicates that both the public and employees assess the service for issuing Business Identification Numbers (NIB) through the SMART Merapat program as functioning well. Upon further examination based on each service quality dimension, the assessment results show a positive trend, although some challenges remain.

In the Tangible dimension (physical evidence), service facilities and infrastructure, as well as staff appearance, were assessed as good and supportive of the service process; however, challenges remain, such as limited service space and comfort levels that are sometimes suboptimal when the number of applicants increases. In the Reliability dimension, staff are assessed as capable of providing services accurately and meticulously; however, in practice, obstacles are still encountered, such as disruptions in the Online Single Submission (OSS) system that can affect the smoothness of the NIB issuance process, and a lack of public understanding regarding applicable Standard Operating Procedures.

Next, in the Responsiveness dimension, staff are assessed as being fairly quick and responsive in assisting the public, although service speed is sometimes hindered by technical issues with the system or the large number of applicants arriving simultaneously. In the Assurance dimension, NIB issuance services are assessed as having provided certainty regarding legality, costs, and information about the NIB, thereby fostering public trust. Finally, in the Empathy dimension, staff were assessed as having demonstrated a friendly and polite attitude and as making an effort to understand the public's needs.

Overall, these results indicate that the quality of service provided by the SMART Merapat program is already quite good, but there are still obstacles such as a lack of understanding and low digital literacy among some MSME operators. Not all applicants understand what an NIB is, as well as its functions and benefits for their businesses, due to insufficient outreach regarding the NIB and how to obtain it; challenges with the Online Single Submission (OSS) system, which frequently experiences disruptions or server errors; a shortage of staff relative to the volume of incoming applications; and incomplete documentation from applicants, which also poses a significant challenge.

The supporting factors for the SMART Merapat service include: ease of access to the service, achieved through a proactive outreach system—specifically, by deploying mobile service vehicles that directly visit the business locations of MSME operators or go to sub-district offices in various areas; the competence and ability of staff to provide services for issuing Business Identification Numbers (NIB); and the friendly, polite, and communicative attitude and behavior of staff; The issuance of Business Identification Numbers (NIB) for individual Micro and Small Enterprises (MSEs) is free of charge, and another supporting factor is the availability of adequate facilities and infrastructure.

CONCLUSIONS AND RECOMMENDATIONS

This study employs the service quality theory proposed by Zeithaml, Parasuraman, and Berry, which posits that service quality can be measured through five key dimensions: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy. Based on the summary of these five dimensions, public responses received an average score of 4.16, classified as "Good," while employee responses received an average score of 4.58, classified as "Very Good."

The supporting factors for the quality of SMART Merapat's service in issuing NIBs for MSME actors in Bogor City are: (1) the competence and ability of staff in providing NIB issuance services; (2) the friendly, polite, and communicative attitude and behavior of staff; and (3) the availability of adequate facilities and infrastructure.

The factors hindering the quality of SMART Merapat services in issuing NIBs for MSME operators in Bogor City are: (1) a lack of understanding and low digital literacy among some MSME operators. Not all applicants understand what an NIB is; (2) a shortage of staff relative to the volume of applications; and (3) issues with the Online Single Submission (OSS) system, which frequently experiences disruptions or server errors.

Based on the results of the research and discussions conducted at the Bogor City Investment and One-Stop Integrated Service Office through the SMART Merapat service, the author offers the following recommendations:

1. There is a need for more active and widespread public outreach, particularly to MSME operators, regarding the importance of the Business Identification Number (NIB), its benefits, and the procedures for obtaining it through the Online Single Submission system. Outreach can be conducted through educational sessions at the neighborhood level, official social media channels, or through collaboration with SME communities. With a better understanding, the public will not only be aware of the procedures for obtaining an NIB but will also understand its functions and benefits for the legal status and development of their businesses.
2. It is recommended that the number of vehicles in the Smart Merapat mobile fleet be increased. The purpose of expanding the fleet is to extend service coverage to more areas in the city of Bogor, so that

residents do not have to wait too long for service. With an expanded fleet, services can be provided more effectively and equitably, reaching MSMEs in various subdistricts and neighborhoods throughout the city of Bogor.

If, in practice, the OSS system frequently experiences disruptions or long loading times, it is recommended to increase the number of staff and provide additional support facilities such as laptops or other work equipment. Adding human resources and infrastructure will help speed up service delivery, so that the public does not have to wait too long. In addition, coordination with the OSS system administrators also needs to be improved to minimize technical issues that could hinder service delivery.

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