



Bureaucratic Behavior and Utilization of Online Single Submission (OSS) Technology: Efforts to Accelerate Investment in Developing Regions

Perilaku Birokrasi dan Pemanfaatan Teknologi Online Single Submission (OSS): Upaya Percepatan Investasi di Daerah Berkembang

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Abstract

Bureaucratic behavior in Indonesia is often criticized for being slow, convoluted, and lacking transparency, ultimately reducing investor interest at the regional level. Meanwhile, business actors frequently face challenges in understanding and utilizing the Online Single Submission (OSS) system, particularly due to limited socialization, low digital literacy, and mismatches between the system and practical needs. Ogan Ilir Regency, as a developing region in South Sumatra Province, holds significant investment potential. However, investment acceleration in the region remains suboptimal. This study aims to analyze the influence of bureaucratic behavior and business actor behavior in the implementation of the OSS system on investment acceleration in Ogan Ilir Regency. This study employed a descriptive quantitative approach. The independent variables were bureaucratic behavior (X1) and business actor behavior (X2), while the dependent variable was investment acceleration (Y). The sample was determined using total sampling, involving 50 respondents consisting of licensing bureaucrats, business actors who use OSS, local government officials, and IT staff. Data was collected using a questionnaire comprising 26 items, assessed with a 4-point Likert scale. Validity and reliability tests were conducted, and data were analyzed using multiple linear regression with the help of SPSS 25. The results indicate that both bureaucratic behavior and business actor behavior have a significant influence on investment acceleration in Ogan Ilir Regency. The findings affirm that the success of OSS in accelerating investment depends not only on technological infrastructure but also on human behavior. Small and medium enterprises (SMEs) still require special assistance and mentoring to boost their confidence in utilizing digital platforms and complying with regulations. With increasing adaptability of business actors to OSS, investment processes can be expedited, fostering local economic growth and creating a more competitive and inclusive business environment in Ogan Ilir.

Keywords

Bureaucratic Behavior; Business Behavior; Online Single Submission (OSS); Investment.

Abstrak

Perilaku birokrasi di Indonesia sering kali dikritik karena lambat, rumit, dan kurang transparan, yang pada akhirnya mengurangi minat investor di tingkat regional. Sementara itu, pelaku usaha sering menghadapi tantangan dalam memahami dan memanfaatkan sistem Online Single Submission (OSS), terutama karena kurangnya sosialisasi, rendahnya literasi digital, dan ketidakcocokan antara sistem dengan kebutuhan praktis. Kabupaten Ogan Ilir, sebagai wilayah berkembang di Provinsi Sumatera Selatan, memiliki potensi investasi yang signifikan. Namun, percepatan investasi di wilayah tersebut masih belum optimal. Studi ini bertujuan untuk menganalisis pengaruh perilaku birokrasi dan perilaku pelaku usaha dalam implementasi sistem OSS terhadap percepatan investasi di Kabupaten Ogan Ilir. Studi ini menggunakan pendekatan kuantitatif deskriptif. Variabel independen adalah perilaku birokrasi (X1) dan perilaku pelaku usaha (X2), sedangkan variabel dependen adalah percepatan investasi (Y). Sampel ditentukan menggunakan sampling total, melibatkan 50 responden yang terdiri dari birokrat perizinan, pelaku usaha yang menggunakan OSS, pejabat pemerintah daerah, dan staf



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IT. Data dikumpulkan menggunakan kuesioner yang terdiri dari 26 item, dievaluasi dengan skala Likert 4 poin. Uji validitas dan reliabilitas dilakukan, dan data dianalisis menggunakan regresi linier berganda dengan bantuan SPSS 25. Hasil menunjukkan bahwa baik perilaku birokrasi maupun perilaku pelaku usaha memiliki pengaruh signifikan terhadap percepatan investasi di Kabupaten Ogan Ilir. Temuan ini menegaskan bahwa kesuksesan OSS dalam mempercepat investasi tidak hanya bergantung pada infrastruktur teknologi, tetapi juga pada perilaku manusia. Usaha kecil dan menengah (UKM) masih memerlukan bantuan khusus dan bimbingan untuk meningkatkan kepercayaan mereka dalam memanfaatkan platform digital dan mematuhi regulasi. Dengan meningkatnya adaptasi pelaku usaha terhadap OSS, proses investasi dapat dipercepat, mendorong pertumbuhan ekonomi lokal, dan menciptakan lingkungan bisnis yang lebih kompetitif dan inklusif di Ogan Ilir.

Kata Kunci

Perilaku Birokrasi; Perilaku Pelaku Usaha; Online Single Submission (OSS); Investasi.

1. Introduction

Bureaucratic behavior and the utilization of digital technology are two crucial aspects in creating a conducive investment climate amid the digital transformation of government administration. One of the key innovations in Indonesia's bureaucratic reform is the implementation of the Online Single Submission (OSS) system—an electronic business licensing platform aimed at simplifying, expediting, and increasing transparency in the licensing process (Duri, R., Hidayat, B. A., & Sinaga, 2024). However, the success of OSS does not rely solely on technological sophistication; it is also heavily influenced by bureaucratic behavior as policy implementers and the readiness of business actors as system users.

Previous studies indicate that bureaucracy in Indonesia continues to face classical challenges such as convoluted procedures, low accountability, and resistance to change (Harahap, 2023). On the other hand, business actors often experience difficulties in utilizing OSS due to limited outreach, low digital literacy, and misalignment between system features and users' practical needs. Research exploring the relationship between bureaucratic behavior and the effectiveness of OSS in accelerating investment remains limited, particularly at the regional level. Theoretically, investment acceleration requires synergy among the government as regulators, bureaucrats as policy implementers, and business actors as the main beneficiaries of these policies. In practice, however, the effective implementation of OSS demands not only technical system improvements but also behavioral shifts among both bureaucrats and business actors (Milta & Mayarni, 2023). Yet, this synergy is often not well realized, resulting in sluggish investment growth at the regional level (Pebrianti, Erni, Arie Rorong, 2023). Therefore, this study is essential to fill the gap in literature concerning the synergy between digital policy implementation and public organizational behavior dynamics in the context of investment acceleration.

Ogan Ilir Regency, as one of the developing regions in South Sumatra Province, has great potential in terms of investment. With its strategic geographical location and various potential natural resources, Ogan Ilir is one of the regions that has a great opportunity to attract investors. However, in practice, the acceleration of investment in this area still experiences various obstacles, one of which is related to bureaucratic behavior and the response of business actors to the OSS system, the existing conditions in Ogan Ilir Regency have been implemented since the last few years as an effort to accelerate the licensing process and facilitate business actors in taking care of their business legality. However, the effectiveness of the implementation of this system is strongly influenced by the behavior of the bureaucrats in charge and the suitability of the expectations and needs of business actors. Efficient, transparent, and responsive bureaucratic performance is one of the

determining factors in supporting the success of the OSS system in accelerating the investment process in this area (Suwartana, I. K., Kasta, I. K., Wijaya, A., & Suryani, 2022). The purpose of this study is to analyze the influence of bureaucratic behavior and business actors in the application of Online Single Submission (OSS) on accelerating investment in Ogan Ilir Regency.

2. Methods

This research uses descriptive research methods with quantitative approach. The independent variables are bureaucratic behavior (X1), and business behavior (X2), while the dependent variable is investment acceleration (Y). The sample of this research was taken using total sampling. There were 50 respondents consisting of 5 respondents are bureaucrats who play a role in licensing, 20 respondents are businesspeople who use OSS, 20 respondents are regional apparatus of the Ogan Ilir Regional Government, and 5 respondents are information technology staff obtained through purposive sampling. The research was conducted during the period November 2024 to January 2025. Data collection was carried out by providing questionnaires to respondents with answers based on a Likert scale rating system (1-4). This questionnaire consists of 26 statement items representing 3 research variables. Bureaucratic behavior variable (X1) consists of 10 questions, business behavior (X2) consists of 8 questions, and investment acceleration (Y) consists of 8 questions. The questionnaire was tested for validity and reliability then the data was analyzed using multiple linear regression with the help of SPSS 25.

3. Results and Discussion

3.1. Data Description

3.1.1. Bureaucratic Behavior (X1)

The bureaucratic behavior variable (X1) used in this analysis to determine respondents' answers to behaviors that reflect how employees operate in public services through OSS in accordance with the questions presented in Table 1.

Table 1. Distribution of Respondents' Answers to Bureaucratic Behavior Variables (X1)

No	Statement	Strongly Agree		Agree		Disagree		Strongly Disagree	
		F	%	F	%	F	%	F	%
1	OSS employees have good technical skills in assisting with the licensing process.	34	68	13	26	3	6	0	0
2	The training provided to employees increases the competence of OSS services.	34	68	12	24	4	2	0	0
3	OSS services can meet the administrative needs of business actors efficiently.	29	58	17	34	3	6	1	2
4	The OSS system is designed to meet the specific needs of businesses.	29	58	18	36	2	4	1	2
5	I believe OSS employees are fair in providing services.	28	56	20	40	2	4	0	0
6	OSS employees can be trusted to keep their business information confidential.	30	60	18	36	2	4	0	0
7	My previous experience of using OSS services has been satisfactory.	31	62	16	32	2	4	1	2
8	I feel that OSS staff have sufficient experience to assist with the licensing process.	30	60	18	36	2	4	0	0
9	OSS services meet my expectations in terms of speed and efficiency.	28	56	18	36	4	8	0	0
10	OSS employees always try to provide the best service to fulfil the expectations of businesses	34	68	14	28	1	2	1	2

Source: Data Processed. 2024

Based on the table above, the statement ‘OSS employees have good technical skills in assisting with the licensing process and the training provided for employees improves the competence of OSS services’ received a ‘strongly agree’ answer from most respondents.

3.1.2. Business Actor Behavior (X2)

The Business Actor Behavior variable (X2) is used in this analysis to determine respondents' answers to the patterns of attitudes, understanding, and actions of business actors in utilizing the OSS system as a licensing tool in accordance with the questions presented in Table 2.

Table 2. Distribution of Respondents' Answers to Business Actor Behavior Variables (X2)

No	Statement	Strongly Agree		Agree		Disagree		Strongly Disagree	
		F	%	F	%	F	%	F	%
1	Political stability in this region affects my willingness to utilize OSS.	18	36	23	46	7	14	2	4
2	Stable government policies encourage me to use OSS.	24	48	21	42	5	10	0	0
3	The available technological infrastructure is very helpful in accessing OSS.	28	56	18	36	3	6	1	2
4	The availability of a good internet network affects my experience in using the OSS.	36	72	11	22	2	4	1	2
5	I find it easy to access the resources required to qualify for the OSS.	26	52	21	42	3	6	0	0
6	The government provides adequate guidance and resources for businesses to use OSS.	25	50	22	44	2	4	1	2
7	The regulations implemented through OSS are clear and easy to understand.	25	50	20	40	4	8	1	2
8	I feel that OSS regulations are consistent and do not change.	22	44	24	48	3	6	1	2

Source: Data Processed. 2024

Based on the table above, the statement ‘the availability of a good internet network affects my experience in using OSS’ received a ‘strongly agree’ answer from most respondents.

3.1.3. Investment Acceleration (Y)

The Investment Acceleration (Y) variable used in this analysis to determine respondents' answers to the effectiveness of OSS in accelerating the licensing process and attracting investment realization in the regions in accordance with the questions is presented in Table 3.

Table 3. Distribution of Respondents' Answers to the Investment Acceleration Variable (Y)

No	Statement	Strongly Agree		Agree		Disagree		Strongly Disagree	
		F	%	F	%	F	%	F	%
1	The licensing process through OSS runs faster than the manual method.	27	54	19	38	3	6	1	2
2	I feel that OSS helps accelerate my investment realisation.	27	54	20	40	1	2	2	4
3	The data and documents processed through OSS are very accurate and error-free.	22	44	22	44	6	12	0	0
4	I have never experienced administrative problems due to OSS system errors.	18	36	23	46	9	18	0	0
5	The OSS system allows me to monitor the progress of the licensing process transparently.	30	60	17	34	2	4	1	2

No	Statement	Strongly Agree		Agree		Disagree		Strongly Disagree	
		F	%	F	%	F	%	F	%
6	I feel that all licensing-related information is conveyed openly through OSS.	26	52	21	42	2	4	1	2
7	The fees charged for using OSS are very affordable.	28	56	19	38	3	6	0	0
8	The OSS system can be accessed easily without the need for special or expensive tools.	27	54	22	44	1	2	0	0

Source: Data Processed. 2024

Based on the table above, the statement 'the fees charged for using OSS are very affordable' received a 'strongly agree' answer from most respondents.

3.1.4. Characteristics of Respondents

Respondent descriptions can be analyzed based on research conducted on 50 respondents. These characteristics include Gender, Age category, Level of education and tenure are presented in Table 4.

Table 4. Characteristics of Respondents

Gender	Frequency	Age	Frequency	Education	Frequency	Working Period	Frequency
Male	30	<30	25	Senior High School	19	<1	2
Female	20	31-40	14	D3 (Associate Degree)	16	1-5	30
		41-50	6	S1 (Bachelor's Degree)	12	6-10	4
		>50	5	S2/S3 (Magister Doctoral Degree)	3	>10	14
Total	50	Total	50	Total	50	Total	50

Source: Data Processed. 2024

Based on the results of data recapitulation, the composition of respondents based on gender shows that the majority are male, the age group <30 years dominates the number of respondents with the highest percentage, the highest level of education of respondents is high school and D3, and the most employee tenure is 1-5 years. This indicates that most respondents are still in the process of adapting and developing in the work environment. In addition, the dominance of this group may also reflect the high level of labor turnover or respondents' focus on career exploration in the early days of work.

3.2. Research Instrument Test

3.2.1. Validity and Reliability Test

Data from 26 questionnaire questions on bureaucratic behavior (X1), entrepreneurial behavior (X2), and investment acceleration (Y) showed that all sig values were <0.05. So, all items are valid so that research can be continued using the instrument. Based on data information, the reliability test results show that Cronbach's Alpha value for each variable fulfills the instrument reliability requirements. This indicates that the instruments used in the study have good internal consistency, so they can be relied on to measure the variables studied. The Cronbach's Alpha value that meets these criteria also ensures that the data generated has a high level of confidence to be used in further analysis.

3.2.2. Classical Assumption Test and Hypothesis Testing

Normality, heteroscedasticity, and multicollinearity tests show that the regression model fulfils the assumptions of normality, no heteroscedasticity, and no multicollinearity symptoms. The results of the multiple linear equation test are as follows.

Table 5. Multiple Linear Regression Coefficient Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,271	0,095		2,868	0,006
	Bureaucratic Behavior (X1)	0,484	0,053	0,524	9,081	0,001
	Entrepreneurial Behavior (X2)	0,420	0,049	0,491	8,511	0,001
a. Variable dependent: investment acceleration (Y)						

Source: Data Processed. 2024

Reading the results of the table above based on the coefficient value, the regression equation is as follows:

$$Y = 0,271 + 0,484 X_1 + 0,420 X_2 + e$$

The results of this analysis can be interpreted as follows:

$\alpha = 0,271$ If the bureaucratic behavior and business behavior variables are zero, the value of investment acceleration will be 0,271

$\beta_1 = 0,484$ Every one unit increase in the bureaucratic behavior variable, the investment acceleration will increase by 0,484.

$\beta_2 = 0,420$ Every one unit increase in the business behavior variable, the investment acceleration will increase by 0,420.

Then the F test is carried out to evaluate whether there is a simultaneous influence of all independent variables on the dependent variable. The results of the analysis using the SPSS 25 program, the calculated F value is 590.726 above the F value of table 3.18. In addition, the sig value of X1, and X2 simultaneously on Y is 0.000 < 0.05. With this value, simultaneously, the bureaucratic behavior variable (X1), and the behavior of business actors (X2) in the application of OSS have a significant influence on the acceleration of investment in Ogan Ilir Regency. This result shows that bureaucratic behavior and business behavior in the application of OSS together have a significant impact on the acceleration of investment in Ogan Ilir Regency. The data shows that the impact of bureaucratic behavior and business behavior in the application of OSS on the acceleration of investment in Ogan Ilir Regency simultaneously can be seen from the R Square value of 0.962, indicating that bureaucratic behavior and business behavior have a strong enough impact on investment acceleration. The remaining 0.8% reflects the impact of factors outside of the variables of this study.

3.3. The Effect of Bureaucratic Behavior and Business Actors on the Implementation of Online Single Submission (OSS) on Accelerating Investment in Ogan Ilir Regency

These results indicate that bureaucratic behavior and business behavior in implementing OSS are two things that jointly influence investment acceleration. This is in line with research by (Orywika, 2021) showing that OSS is influenced by bureaucratic behavior, business actors, and investment acceleration, making it a

strategic instrument in licensing management. This research emphasizes the importance of bureaucratic adaptation and business actors' understanding of the OSS system.

The results of this study are in line with previous findings which show that the implementation of OSS as an electronically integrated licensing system has been widely studied regarding its impact on investment, bureaucratic behavior, and economic growth. Research by (Siti Alfaini Syarifah, 2023) highlights aspects of transparency in public services at DPMPTSP that are proven to increase investment absorption. This study emphasizes that speed, transparency, accuracy of information, and convenient service facilities are important factors in creating a conducive investment environment. The findings highlighting transparency, speed and accuracy of information as key factors in creating a conducive investment environment provide strategic direction for the improvement of public services in licensing. In this regard, DPMPTSP in each region needs to ensure that the OSS system functions not only as an administrative tool, but also as an instrument that can strengthen businesses' trust in the government.

Furthermore, research by (Siswanto et al., 2024) revealed that OSS has a positive and significant influence on economic growth and investment. However, to maximize the benefits of OSS, the government needs to improve service quality and conduct broader education and socialization to business actors. Comfortable service facilities also need to be considered to support the convenience of business actors during the licensing process. By creating user-friendly services, DPMPTSP can accelerate investment decisions that will have a positive impact on regional economic growth. It is necessary to ensure that all parties, including small and medium enterprises, understand the benefits and mechanisms of OSS so that they can use it effectively. In the long run, this will increase business participation in the investment ecosystem and contribute more to the local economy. Excessive and complicated regulations can hinder investment, while clear and measurable regulations can provide clarity and certainty for investors in planning their investments (Hadi, 2016). Investment in bureaucratic capacity building will provide long-term returns in the form of investment efficiency and competitiveness (Faidah et al., 2020).

Max Weber introduced the concept of the ideal bureaucracy, which includes principles such as competence based on qualifications, transparency in procedures, accountability to hierarchy, and responsiveness to formal rules. These dimensions reflect the characteristics of an effective and efficient bureaucratic system. These factors determine how bureaucrats interact with businesses, communities and investors (Kadir, 2012). Complex regulations and lengthy licensing processes can delay investment realization and incur additional costs for investors, which in turn can discourage them from investing (Waas, 2017). In the context of investment, a responsive bureaucracy is essential because it can respond quickly to investors' needs, overcome administrative barriers, and provide appropriate solutions (Dewi, S., & Harimurti, 2017). Bureaucracy can speed up the licensing process through the use of technology, reduce the risk of corruption, and provide more efficient services to investors (Bilita et al., 2023).

Most business actors who have understood the benefits of OSS show a positive attitude, such as immediately registering their business through the system, seeking information related to the latest regulations, and utilizing OSS features for easy licensing administration. This adaptive attitude shows that OSS can provide added value to business actors, especially in saving time and costs, so that they can focus more on managing their business. The results of this study corroborate with previous findings showing that the behavior of business actors affects the acceleration of investment. Research by (Syarif et al., 2023) stated that the

implementation of OSS RBA is quite good in terms of communication, disposition, and compliance with SOPs. His research highlights OSS system innovation, transparency, education, and resource strengthening in supporting investment acceleration in various regions. Policy harmonization and the provision of supporting facilities are key to the success of OSS implementation in creating a productive investment environment.

In the context of investment decisions in the small and medium industry sector, (Pratama, 2022) revealed that financial literacy and financial attitudes are the main factors that influence business actors in making investment decisions. Investors may choose to invest in the capital market to earn returns from dividends or capital gains (Mardhiyah, 2017). This shows the importance of financial education and coaching for small businesses. Education and socialization are essential to overcoming these challenges. The government, through DPMPTSP, needs to increase outreach and provide training to businesses on how the OSS works, its benefits, and how it can help grow their businesses.

Overall, the results of this study reinforce the argument that OSS implementation serves not only as a technical tool to simplify licensing but also as a strategic instrument to drive bureaucratic efficiency, increase business confidence, and accelerate investment. The success of the OSS is greatly influenced by the bureaucracy's adaptive behavior to change, as well as the level of understanding and acceptance of businesses towards this system.

The implication of this finding is that the government needs to continue to provide training for the bureaucratic apparatus to better understand the OSS mechanism and be able to overcome various technical and administrative obstacles. This is important to create a bureaucracy that is responsive, innovative, and supports licensing efficiency. Business actors, especially from the small and medium sectors, need to receive intensive assistance regarding the benefits and how to use the OSS. Continuous socialization will help reduce resistance to the new system and increase their participation in the electronic licensing process. The success of OSS depends on good coordination between various government agencies. Harmonization of regulations and roles between agencies needs to be improved so that the implementation of OSS is more integrated and has fewer obstacles.

4. Conclusion

Effective bureaucratic behavior and the adaptation of business actors to the Online Single Submission (OSS) system play a crucial role in accelerating investment in Ogan Ilir Regency. The implementation of OSS as a digital platform to streamline business licensing is a strategic step toward creating a more transparent and efficient investment climate. However, efforts are still needed to enhance the capacity of business actors, especially small and medium enterprises (SMEs), to boost their confidence in utilizing technology and understanding applicable regulations. Proper mentoring and education can help SMEs overcome barriers to adopting the OSS system, enabling them to actively contribute to driving local economic growth.

Moreover, the increasing adaptability of business actors to OSS significantly contributes to investment acceleration and ease of doing business. With the capability of business actors to adapt to digital systems, licensing processes can be completed more quickly, thereby attracting more investors to the region. This not only boosts economic growth but also creates a competitive and conducive business environment for various types of enterprises. As a result, Ogan Ilir Regency can develop into a region with high investment appeal, supporting sustainable development and delivering economic benefits to the broader community.

This study is limited to a cross-sectional analysis based on perceptions of selected stakeholders in Ogan Ilir Regency, which may not fully capture the dynamic

changes over time or broader structural factors influencing investment. Future research should consider using longitudinal approaches to evaluate the long-term impact of OSS, incorporate comparative regional studies to identify best practices, and explore the role of digital literacy training and institutional leadership in improving system effectiveness.

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