

ABSTRACT

ISMET SULILA. Study Application of the Principles of Public Service in the Integrated Licensing Services Office in Gorontalo city.

This study aims to: Knowing and expressing the application of the principles of public service at the Integrated Licensing Service office (KPPT) of Gorontalo city, especially in the service of Bussines Trading License (SIUP) and Building License (IMB), and the factors that support as well as detain the application.

The Type of the research is qualitative descriptive, describing the application of the principles of public service and both the supporting and detaining factors during the implementation. Data collected results are: (i). The application of the principles of public services at the Integrated Licencing Service Office of Gorontalo City in which including: reliability, responsiveness, assurance, empathy, and physical evidence. (ii) Supporting and detaining factors in the implementation of the public service principles in the service of the Bussines Trading License and the Building License. The technique of collecting the data is done by interview, observation and documentation.

The result of the research shown that (i) there is a difference of implementing the public service at the Integrated Licensing Service office of Gorontalo city, especially at both the analyzed services, (ii) there is factors that support and obstruct the implementation of the public service principles, including the managing human resources, facilities and infrastructures, mechanisms and procedures, and coordinations. It is also found that there are some factors that support and detain the implementation of public service at the Integrated Licensing Service office of Gorontalo city , especially at the services of SIUP and IMB.