

BUSINESS ACTORS' SATISFACTION LEVEL IN OBTAINING PSAT-PDUK DISTRIBUTION PERMIT REGISTRATION IN GRESIK REGENCY

Farikhah Linda Aurantifolia¹, Teguh Soedarto^{2*}, Hamidah Hendrarini³

¹Fakultas Pertanian, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya

² Fakultas Pertanian, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya

³ Fakultas Pertanian, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya

Corresponding E-mail: mantritanikedamean@gmail.com, teguh_soedarto@upnjatim.ac.id ^{2*},
hamidah_h@upnjatim.ac.id

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Abstract

This study aims to analyze the level of satisfaction among micro and small business actors in obtaining the PSAT-PDUK distribution permit in Gresik Regency. The research focuses on four main indicators: ease of registration process, service speed, officer performance, and administrative costs. Using a qualitative descriptive approach with purposive sampling, the study finds that the digital-based Online Single Submission (OSS) system effectively reduces bureaucratic barriers and enhances accessibility. The clarity and user-friendliness of registration forms, combined with ongoing assistance from local government agencies, support inclusive service delivery. Additionally, the speed of document verification and license issuance aligns with public service standards, reinforcing user trust. Officers' interpersonal skills, technical competence, and informative communication contribute significantly to service quality and stakeholder satisfaction. The study also confirms that there are no hidden fees or illegal levies in the registration process. The PSAT-PDUK registration is officially free, although technical compliance costs such as lab testing and packaging remain the responsibility of the business actors. Transparency regarding these cost elements fosters trust and supports a corruption-free bureaucracy. Overall, the research highlights the success of the government in creating an efficient, accessible, and transparent permit system that supports the formalization and competitiveness of local fresh food businesses. However, sustained improvement through continuous user support and digital literacy enhancement remains necessary to ensure equal access across all business levels.

Keywords: *PSAT-PDUK registration, public service quality, business licensing efficiency*

INTRODUCTION

Law of the Republic of Indonesia Number 18 of 2012 concerning Food Article 1 defines food as all types of materials originating from biological sources, including agricultural, plantation, forestry, fishery, livestock, aquatic sources, and water products. This food includes products that have undergone processing as well as those still in fresh form, with the primary purpose of being food or beverages consumed by humans. Furthermore, the definition of food also includes food additives, food raw materials, and other materials used in the activities of providing, processing, and/or making food and beverages. Fresh food is defined as food that has not undergone processing and can be consumed directly, as well as can function as raw materials in food processing (Badan Pangan Nasional, 2023). In fresh food sources, especially those derived from plants, the levels of chemical contaminants such as pesticide residues, mycotoxins, and heavy metals are a serious concern. For example, a study in Uganda found that 39 active pesticide ingredients were detected in various fruits and vegetables, some exceeding the Maximum Residue Limits (MRLs) such as phorate and fenitrothion, and causing a Hazard Quotient (HQ) of up to 443, indicating a potential chronic risk, especially for children with HQ > 1. (Ssemugabo et al., 2022)

The Indonesian government is committed to providing diverse food that meets safety, quality, and nutritional standards in order to sustainably fulfill the basic needs of the community. This effort is an integral part of public health development, where food safety is a primary prerequisite to ensure the health of the population (Dewi et al., 2024). Physiologically, consumers feel a sense of safety when the food they consume is free from contaminants or harmful substances that could threaten their health, such as pathogenic microorganisms, pesticide residues, and other hazardous chemicals. This sense of food safety is crucial because it directly impacts consumer confidence and well-

being. When food safety is ensured, it not only prevents foodborne illnesses but also supports overall public health by reducing exposure to toxic substances. Therefore, maintaining strict food safety standards is essential for protecting consumers and promoting a healthy society (Rather et al., 2017). Regulations concerning food, as stipulated in the law, affirm the obligation of the Central Government and Regional Governments to implement integrated food safety management throughout the entire food supply chain, from production, processing, distribution, to consumption. This integrated approach ensures that food safety is maintained at every stage, minimizing risks of contamination and protecting public health, by coordinating efforts across all levels of government and involving various stakeholders, the system aims to provide safe, nutritious, and reliable food to consumers, thereby strengthening food security and public trust. The implementation of food safety aims to ensure that the food circulating in the community is not only safe and hygienic but also of good quality, nutritious, and in accordance with local religious values, beliefs, and cultural norms (Raharjo et al., 2023) This holistic approach recognizes that food is not merely a source of sustenance but also an important aspect of social and cultural identity. By respecting these diverse values, food safety programs can better meet the needs and expectations of different communities, fostering greater acceptance and trust in the food system. To achieve this goal, the government establishes norms, standards, procedures, and criteria relevant to aspects of food safety, including the implementation of sustainable food monitoring and certification systems (T. R. P. Lestari, 2020).

Licensing for the distribution of fresh food in retail packaging is regulated through Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing and Minister of Agriculture Regulation Number 15 of 2021, which governs business activity standards and products in the agricultural sector. This type of licensing includes distribution permits for Fresh Plant-Based Food from Foreign Production, Domestic Production, and Registration of Domestic Production Fresh Plant-Based Food for Small Businesses. In accordance with Law Number 11 of 2020 concerning Job Creation, the government facilitates business activities for micro and small enterprises by issuing permits at the initial stage, while technical requirements can be fulfilled after the permit is issued. This accelerates the licensing process and supports a conducive investment climate (T. R. P. Lestari, 2020). According to (T. R. P. Lestari, 2020) the registration process for licensing is conducted by the Regional Food Safety Competent Authority at the district/city level and is integrated through the risk-based Online Single Submission (OSS) system. This system enables integrated supervision through guidance, assistance, and outreach by relevant regional apparatus to ensure business actors comply with food safety standards. This study aims to determine the level of satisfaction among business actors regarding the quality of the licensing services. The results of the study are expected to provide practical information and recommendations for stakeholders, as well as contribute to the development of the agricultural sector in the region by improving the effectiveness of licensing services and supporting the growth of micro and small enterprises. Enhancing service quality not only facilitates smoother business operations but also encourages compliance with regulations, which ultimately promotes sustainable agricultural development and economic resilience at the local level.

METHOD

This study uses a descriptive qualitative approach and also aims to capture various perspectives from key stakeholders, including Fresh Plant-Based Food Business Actors. The study is planned to be conducted over one month, from March to April 2025, in Gresik Regency, East Java. In this research, the author uses a survey method. The technique for selecting informants employs purposive sampling. Purposive sampling is a non-probability sampling technique where the researcher deliberately selects samples based on specific criteria that align with the research objectives. The data sources in this study consist of primary data, namely fresh plant-based food business actors located in Gresik Regency, and secondary data, which include several supporting documents and literature studies relevant to the research.

RESULTS AND DISCUSSION

The level of satisfaction among business actors regarding the registration of distribution permits for Domestic Production Fresh Plant-Based Food for Small Enterprises (PSAT-PDUK) is an important aspect in supporting food safety and quality in Indonesia. This registration is part of the government's efforts to ensure the safety of fresh food through strict control and supervision (Dinas Ketahanan Pangan Hulu Sungai Selatan, 2024). The government facilitates licensing for micro and small business actors by issuing permits at the initial stage, with technical requirements to be fulfilled afterward, thereby accelerating the licensing process and increasing business compliance (Dinas Kominfo Kota Medan, 2023). Socialization and assistance conducted by the government, such as by the Medan City Government through the Food, Agriculture, and Fisheries Security Agency, have received positive responses from business actors because they enhance consumer safety and trust in the products (Dinas Kominfo Kota

Medan, 2023). In addition to setting food safety and quality standards, the government also provides guidance and outreach to ensure the commitment of micro and small business actors aligns with field conditions (Badan Pangan Nasional, 2023). Studies and reports, including those from the Food and Drug Supervisory Agency (BPOM), emphasize the importance of efficient public services and upstream-to-downstream supervision as effective mechanisms for controlling food quality and safety. These also contribute to increasing business actors' satisfaction in obtaining distribution permits (Badan Pengawas Obat Dan Makanan, 2022). Therefore, ease of procedures, effective socialization, and continuous supervision are key factors influencing the level of satisfaction among business actors with the PSAT-PDUK registration process. The satisfaction level of business actors in the PSAT-PDUK registration process is divided into several indicators, including ease of registration, speed of service, staff performance, and processing costs.

Ease of the Registration Process for PSAT-PDUK Distribution Permits

The registration process for the PSAT-PDUK distribution permit is designed so that micro and small business actors can obtain legal status for fresh plant-based food products through two main channels: online via the Online Single Submission (OSS) platform and offline through the Regional Food Safety Competent Authority (OKKPD) at the district/city level (Aryandari, 2022). This dual approach is chosen to accommodate the diversity of resources, capacities, and infrastructure owned by each business actor. Empirical evaluations show that the OSS channel consistently reduces administrative barriers and shortens the permit processing time (Mortheza et al., 2025). However, a small portion of business actors still face challenges, particularly related to digital literacy and limited technical assistance, in line with findings by (Arifin & Kohar, 2022) regarding the need to strengthen user capacity in online licensing services. Based on the completeness of the documents, the PSAT-PDUK registration form is considered easy to understand due to the use of clear language and a form structure that aligns with the characteristics of micro, small, and medium enterprises (MSMEs) (Erni & Jaya, 2022; Purnomo et al., 2023). At the document upload stage, user experience shows that the OSS interface is quite user-friendly and capable of minimizing technical errors, especially when supported by assistance from related agencies (I. N. Lestari et al., 2024; Masriah et al., 2023).

Overall, field evidence confirms that the PSAT-PDUK registration scheme meets the principles of efficiency, accessibility, and inclusivity. Nevertheless, recent literature emphasizes the importance of continuous socialization and intensive guidance, particularly for business actors who have not fully adapted to the digitalization of public services (Putri & Pertiwi, 2023; Situmorang et al., 2025). These efforts are considered vital to maintaining consistent service quality while expanding the reach of local food product legalization sustainably. Furthermore, the submission procedure through the Online Single Submission (OSS) system requires business actors to upload important documents such as the application letter, product information, and a standardized stamped statement of commitment, allowing the document verification process to be systematic and transparent (Aryandari, 2022). This approach not only makes it easier for business actors to meet the requirements but also speeds up the issuance of registration permits, which typically takes from several days to weeks, in accordance with established service standards. The PSAT-PDUK registration scheme, which combines the convenience of digital access with manual support, aligns well with the principles of efficiency, accessibility, and inclusivity. However, to ensure the sustainable expansion of local food product legalization, it is essential to continuously strengthen this system by enhancing user capacity and improving assistance services. Integrating digital platforms like OSS with personalized support addresses the diverse needs of micro and small enterprises, ensuring that those with limited digital literacy are not left behind. Strengthening this dual approach is crucial for fostering equitable growth in the agricultural sector, improving regulatory compliance, and ultimately safeguarding public health through better food safety standards.

Speed of Service for PSAT-PDUK Distribution Permit Registration

Based on Government Regulation No. 5 of 2021, the PSAT-PDUK registration process has a guaranteed timeframe, which is a maximum of 14 working days from the date all required documents are declared complete. This time standard also applies to PSAT-PL distribution permits, PSAT-PD certificates, Packaging House permits, and Health Certificates, thereby providing legal certainty and time assurance for business actors in obtaining product legality (Rufaida, 2021). This clarity of time is important to prevent prolonged bureaucratic practices and to increase public trust in public services. Service speed is one of the main indicators of the success of the PSAT-PDUK licensing system. Evaluation results show that the document verification process runs efficiently. The majority of service users perceive the speed of the process as adequate, indicating that the document management system operates optimally. This is reinforced by findings from (Jafar, 2024), which state that effectiveness in document verification directly contributes to faster decision-making and increased user satisfaction. In the context of service

quality, service speed reflects the responsiveness dimension in the SERVQUAL model (Parasuraman et al., 1988), which plays a significant role in shaping positive perceptions of public services.

Besides document verification, the speed of issuing distribution permits also receives positive evaluations. The majority of business actors state that permits are issued within the promised timeframe, with no complaints about delays. This reflects the consistent implementation of standard operating procedures (SOPs) and the utilization of digital technology that supports efficiency (Nursanti et al., 2024). These findings align with the New Public Service theory (Denhardt & Denhardt, 2000), which emphasizes the importance of public services that are responsive to citizens' needs. In the food and agriculture sector, timely licensing also plays a crucial role in ensuring smooth product distribution, as highlighted by (Harsana, 2023). The waiting time during the registration process also shows positive performance. Informants provide favorable feedback regarding the duration of the process, indicating that the service system has been able to create an efficient experience that meets expectations. This effectiveness is an indicator of the success of technology-based public service transformation. As explained in studies by (Komariah, 2024; R. D. A. R. Pratiwi, 2025), shorter waiting times significantly increase user satisfaction and reduce the potential for complaints or dissatisfaction. Overall, the speed of service in the PSAT-PDUK registration system demonstrates adaptive performance and meets good public service standards. However, to meet continuously evolving expectations, improvement strategies based on the principles of continuous improvement and evaluation of service time indicators remain necessary so that service speed not only meets targets but can consistently exceed service targets.

Service of PSAT-PDUK Distribution Permit Registration Officers

The service provided by officers is a crucial aspect in the process of issuing distribution permits, as officers are the frontline personnel who directly interact with applicants and represent the quality of service of the related agency. The quality of officer service greatly influences applicant satisfaction as well as the smoothness of the administrative process (Aguswan et al., 2024). The quality of officer service is one of the determining factors for the successful implementation of the PSAT-PDUK licensing system. In practice, officers not only act as document examiners but also as facilitators of information and technical assistants for applicants. As explained in the context of healthcare services, officers at the Integrated Service Unit (ULT) have proven effective in providing scheduled technical consultations, enabling service users to receive accurate and easily understood information (Kemenkes, 2016). From the perspective of interpersonal interaction, evaluation results show that officer services have met good human relations standards. The majority of applicants rate the officers as polite and friendly, with no negative responses. This indicates an empathetic service approach, which aligns with findings by (Sari & Rijali, 2023), where officer friendliness has been shown to increase service satisfaction and strengthen the legitimacy of public institutions. Friendly and polite attitudes also represent the implementation of Law No. 25 of 2009 concerning Public Services, which emphasizes the importance of communication ethics in service interactions.

Furthermore, the clarity of information provided by the officers also received positive responses. Data shows that the majority of users feel the officers are able to give clear answers to the questions asked. This indicates that the aspect of informative communication has been effectively implemented. As stated by (Harahap, 2017), the quality of officer communication greatly influences public perception of the service. Additionally, (Haerana & Riskasari, 2022) emphasize that clarity in conveying technical procedures is an important aspect of licensing services, especially for the general public who may not be familiar with regulations or technical terms. From the competency aspect, most applicants assess that the officers have adequate capacity to assist in the registration process. This competency includes understanding regulations, technical skills, and communication abilities. Research by (Catrina, 2022) shows that competent officers significantly improve service responsiveness and accuracy, which directly impacts the efficiency of the registration process. Moreover, (S. Pratiwi et al., 2022) underline the importance of continuous training to ensure officers can keep up with the latest technological and regulatory developments. However, a small portion of users expressing dissatisfaction indicates that there is still room for improvement. Strengthening officer capacity, both in technical skills and soft skills, needs to be continuously carried out through regular training, service simulations, and performance evaluations based on feedback from applicants.

Processing Fees for PSAT-PDUK Distribution Permit Registration

Processing fees are a strategic factor in increasing accessibility and participation of micro and small business actors in the PSAT-PDUK registration process. According to current policies, the processing of PSAT-PDUK distribution permits is generally free of charge. This policy is implemented by various agencies such as the Agriculture Office of Yogyakarta City and the Investment and One-Stop Integrated Service Office of Gresik Regency as a form of support for ease of doing business in the fresh food sector (Rufaida, 2021). This policy aligns

with the principles of inclusive public service mandated by national regulations. Perception measurements among business actors reinforce this finding. As many as 100% of informants agree or strongly agree that information regarding fees corresponds with reality. This indicates high cost transparency, which, according to (Pammu et al., 2021), is a crucial factor in building public trust in licensing services. Although there are no administrative fees, business actors still bear operational costs such as laboratory testing, packaging, and labeling (Grescentia, 2019). However, the openly communicated information makes these costs feel reasonable and not burdensome. From the affordability aspect, all informants indicate that the processing fees feel light, with 43.3% strongly agreeing and 56.7% agreeing. This shows that the policy of waiving administrative fees, as stipulated in Government Regulation No. 5 of 2021 and Minister of Agriculture Regulation No. 15 of 2021 (Aryandari, 2022), has successfully created a fair service system that supports MSME growth. Digitalization through OSS also helps reduce indirect costs such as transportation and cuts processing time that previously required physical visits to service offices.

Furthermore, survey results show no illegal levies (100%), which is an important indicator in assessing service integrity. This reflects the success of the service system in implementing good governance principles. As stated by (Eko, 2019), illegal levies not only cause economic losses but also damage public trust in government institutions. The reduction of such practices is also supported by system digitalization, clear SOPs, and strict internal supervision (Alam & Purnamasari, 2024). Moreover, although the PSAT-PDUK distribution permit processing is free, business actors still need to be encouraged to manage operational costs efficiently to keep their products competitive in the market. Technical assistance and business management training provided by local governments can be solutions to enhance business actors' capacity in managing costs and product quality (Aryandari, 2022). These efforts will strengthen the sustainability of micro and small enterprises while supporting the strategic goal of legalizing fresh plant-based food products.

CONCLUSION

The registration of distribution permits for Domestic Production Fresh Plant-Based Food for Small Enterprises (PSAT-PDUK) has successfully provided ease, speed, and transparency in the licensing process for small business actors in the fresh plant-based food sector. The Online Single Submission (OSS) system, supported by assistance from local governments, enables business actors to carry out registration, form filling, and document uploading easily and efficiently. The fast document verification process also enhances the satisfaction and trust of business actors in public services. However, to ensure that the ease of access to licensing services is enjoyed equitably, the government must continuously improve socialization and assistance, especially for business actors facing technical challenges or limited digital literacy. Regular evaluations of the OSS system and registration forms are crucial to maintaining procedural clarity and ease in line with technological and regulatory advancements. Strengthening ongoing technical support and ensuring easy access to information are essential so that all business actors, including those less familiar with technology, can access licensing services equally and optimally. This integration of digital platforms with proactive local government support reflects a balanced approach to modernizing public services while promoting inclusivity. Continuous capacity-building efforts and user-friendly system improvements are vital to bridging the digital divide, particularly in rural or underserved areas. By fostering an environment where all business actors can confidently navigate licensing procedures, the government not only promotes regulatory compliance but also stimulates economic growth and enhances food safety standards in the agricultural sector, ultimately contributing to a more resilient and competitive micro and small enterprise landscape.

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