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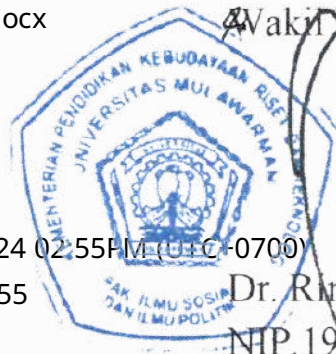
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Inovasi Pelayanan Publik Melalui Aplikasi Sipelataran Di Mal Pelayanan Publik Kota Samarinda

Public Service Innovation Through The Sipelataran Application In The Samarinda City Public Service Mall

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ARTICLE INFORMATION	ABSTRACT
Vol. XX, No. XX Page: Published: KEYWORDS Service Innovation, Public Service Mall, Sipelataran Application CORRESPONDENCE Phone: +628121279959 E-mail: wiwikpatel23@gmail.com	This study aims to determine and describe public service innovation through the Sipelataran Application at the Samarinda City Public Service Mall. This research is a qualitative descriptive research. From the results of the study, it was found that public service innovation through the Sipelataran Application at the Samarinda City Public Service Mall can be seen from several indicators. In the relative advantage indicator, namely making it easier for people to take care of their needs anywhere, there is a share screen feature and does not waste much time queuing. The indicator of the compatibility of service innovation through the Sipelataran Application in the process of fulfilling their needs becomes easier, thus the Sipelataran innovation is in accordance with the needs of the community. In the complexity indicator, there is no complexity in using Sipelataran. However, there are several obstacles, namely inadequate employee resources and if the internet network is slow, the service will be hampered. The indicator of the feasibility of being tried also explains that it has conducted a trial stage at the time of the initial launch of the use of Sipelataran innovation and socialization only through publication on social media. The ease of observability indicator shows that as long as Sipelataran is running, it is in accordance with the wishes of the PEMPTSP of the Samarinda City Public Service Mall, namely making it easier for the public to take care of their affairs or consult anywhere and not wasting a lot of time waiting in queues.

INTRODUCTION
 Mal Pelayanan Publik merupakan suatu metode perubahan terhadap sistem pelayanan publik di Indonesia. Mal Pelayanan Publik dinilai makin maju karena menggabungkan berbagai layanan dari pemerintah pusat, daerah, dan swasta dalam satu tempat. Berdasarkan Peraturan Walikota Samarinda Nomor 44 Tahun 2019 Tentang Penyelenggaraan Mal Pelayanan Publik pasal 2 ayat (1) "Pembentukan Mal Pelayanan Publik dimaksudkan untuk meningkatkan kualitas pelayanan publik, sehingga pelayanan publik menjadi semakin cepat, terjangkau dan mudah".
 Dengan adanya Penyelenggaraan Mal Pelayanan Publik yang bertujuan pelayanan publik menjadi lebih berkualitas dengan memberikan pelayanan publik yang lebih murah, aman, cepat, mudah dan nyaman dengan menggabungkan berbagai pelayanan berada dalam satu tempat antara lain Pemerintah Pusat, Pemerintah Daerah, Swasta, BUMN, BUMD, dan layanan pendukung lainnya yang berpartisipasi dalam Mal

Page