



## Analysis of Business Actors' Satisfaction with BPOM's One Stop Service in the Registration of Herbal Medicines, Health Supplements, and Cosmetics

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**Abstract.** *The One Stop Service provided by the Indonesian Food and Drug Authority is designed to streamline the registration procedures for herbal medicines, cosmetics, and health supplements. This service is essential for improving efficiency, accessibility, and user satisfaction; however, empirical evaluations of user satisfaction remain limited. Previous studies highlight that service quality, communication, and responsiveness are key factors influencing satisfaction, but specific research on BPOM's OSS is scarce. This study aims to evaluate user satisfaction levels, identify key determining factors, and provide recommendations for improving the service. A quantitative approach was employed, collecting data through questionnaires from participants who engaged in the service, both offline and online. The results indicate that most respondents were satisfied, particularly with processing time, ease of access, and staff responsiveness. However, areas requiring improvement include the development of digital features, more equitable service distribution, and enhanced transparency in communication. This study offers novelty by emphasizing the importance of a holistic approach that incorporates dimensions of communication, privacy, and inclusivity.*

**Keywords** Public Service, User Satisfaction, BPOM.

### 1. INTRODUCTION

The One Stop Service (OSS) provided by the Indonesian Food and Drug Authority (BPOM) aims to streamline the registration process for herbal medicines, cosmetics, and health supplements. This service is expected to simplify procedures, accelerate processing times, and enhance accessibility for business actors. However, despite its implementation, the satisfaction of business actors with the OSS remains insufficiently evaluated. As a strategic public service, OSS faces various challenges, including inconsistent service quality, ineffective communication, and responsiveness that sometimes fails to meet user expectations. These factors not only affect the perceptions of business actors but also their trust in the efficiency of public services (Mazdalifah, 2020; Priyantini, 2023).

Service quality is a primary determinant of user satisfaction. Research shows that high-quality services, including the ability of service providers to deliver convincing and direct evidence, strongly correlate with user satisfaction (Mazdalifah, 2020; Priyantini, 2023). In the context of BPOM's OSS, high service quality can enhance trust among business actors and encourage sustained use of the service. Additionally, effective communication between business actors and BPOM personnel plays a critical role. Clear communication about registration procedures, document requirements, and processing time estimates can reduce uncertainty, increase comfort, and improve perceptions of the service (Li et al., 2022; Nair et al., 2020).

Responsiveness to the needs of business actors is another crucial factor. Research suggests that prompt responses to user complaints or inquiries can create positive experiences, leading to increased satisfaction (Batbaatar et al., 2016). Within BPOM's OSS, the ability of personnel to provide quick and appropriate solutions is a key indicator of perceived service quality. Furthermore, privacy is equally significant in fostering a sense of security for business actors. According to Srivastava et al. (2015), safeguarding user privacy during service delivery significantly impacts satisfaction. For BPOM, ensuring confidentiality of registered product information is a critical step in building trust among business actors.

In addition to internal service factors, government policies also influence user satisfaction. Research highlights that policies promoting efficiency and transparency contribute significantly to user satisfaction with public services (Chambers-Richards et al., 2022). In BPOM's context, streamlined regulations and consistent policy implementation can strengthen trust in the OSS. Furthermore, a holistic approach to evaluating user satisfaction is crucial. Surveys and interviews with business actors can provide in-depth insights into their experiences, while demographic analysis helps identify specific needs based on user backgrounds (Kweku et al., 2020; Myshketa et al., 2022).

To ensure that BPOM's OSS remains relevant and meets the needs of business actors, periodic evaluation of service quality is essential. Previous studies indicate that continuous evaluations help identify areas for improvement and ensure alignment with user expectations (Widayati et al., 2017). Moreover, innovations in service delivery, such as leveraging digital technology, can strategically enhance efficiency and user convenience (Tessema & Adane, 2015). In this context, implementing online applications for registration, document tracking, and consultations emerges as a promising solution.

This study aims to evaluate business actors' satisfaction with BPOM's OSS by analyzing key factors such as service quality, communication, responsiveness, privacy, and the impact of government policies. It also offers novelty by adopting a comprehensive approach that integrates quantitative analysis with qualitative insights. Therefore, the findings are expected not only to provide strategic recommendations for improving BPOM's OSS but also to contribute to academic literature on evaluating public services in the health sector. Through thorough evaluation and appropriate innovations, BPOM can create services that are more inclusive, efficient, and responsive to the needs of business actors while supporting the growth of Indonesia's health and beauty industries.

## **2. LITERATURE REVIEW**

The concept of one stop service has emerged as an innovative approach designed to streamline licensing processes across various sectors, including the registration of natural medicines, health supplements, and cosmetics. This approach enables businesses to access integrated and efficient services, ranging from regulatory consultations to comprehensive technical assistance (Wijayanti et al., 2013). In the context of Indonesia's National Agency of Drug and Food Control (BPOM), this service aims to address common challenges faced by businesses, such as limited understanding of regulations, difficulties in meeting technical requirements, and restricted access to digital systems. The one-on-one assistance model forms the core of this service, allowing businesses to better comprehend and comply with applicable procedures, thereby accelerating the process of obtaining marketing authorizations (Wimmer, 2015).

The effectiveness of one stop service is supported by its ability to align regulatory processes that are often complex. For herbal products, health supplements, and cosmetics, regulatory challenges differ significantly from those of pharmaceuticals, such as the lack of a structured classification system and frequently overlooked safety evaluations. Through a one-stop approach, businesses receive more targeted guidance to meet these requirements, while consumers gain access to safe and high-quality products (Hasan et al., 2019). However, the implementation of this service also presents challenges, including the need for skilled human resources, resistance to change at the operational level, and the necessity of improving safety monitoring systems like pharmacovigilance (Chochiang et al., 2020).

In an evolving market context, one stop service offers an adaptive approach that not only facilitates regulatory processes but also supports consumer preferences for natural and safe products. Nevertheless, its success requires addressing challenges such as technology adaptation, adequate resource allocation, and regulatory harmonization across nations. Therefore, an evidence-based approach that integrates modern scientific methods and traditional practices is crucial to ensuring that this service meets the needs of businesses while safeguarding public health.

## **3. METHODS**

This study employed a descriptive quantitative approach to evaluate user satisfaction with the One Stop Service (OSS) provided by BPOM in Bali for the registration of traditional medicines, cosmetics, and health supplements on November 14,

2024. Data were collected through the distribution of questionnaires to service participants, including manufacturers, distributors, or other parties involved in product registration submissions. The questionnaire was designed using a 5-point Likert scale to measure various dimensions of satisfaction, including service speed, ease of access, clarity of procedures, responsiveness of personnel, and the quality of information provided. A total of 32 respondents participated in the study, and the collected data were analyzed using descriptive statistical methods to describe the distribution of user satisfaction levels and inferential analysis to examine relationships between variables affecting satisfaction.

#### 4. RESULTS AND DISCUSSION

The age distribution chart of respondents shows that the majority of OSS BPOM users fall within the productive age group (25–45 years), as illustrated in Chart 1. This finding aligns with the study by Kathryn et al. (2020), which highlights the importance of healthcare and administrative services tailored to meet the needs of this age group, given their involvement in business decision-making and innovation. This result supports the research objective of evaluating whether OSS BPOM services have addressed user needs based on their demographic characteristics. Furthermore, the study by Hyewon and Kim (2020) emphasizes that specific age groups exhibit unique expectations for services, which is crucial to consider in the planning of public services.

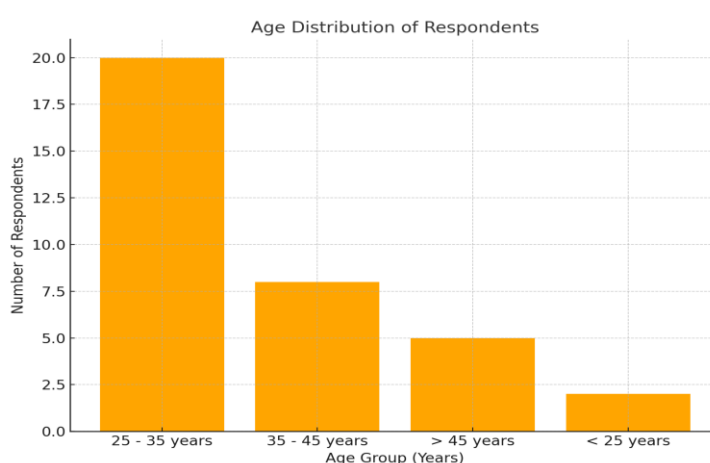


Chart 1. Age Distribution of Respondents

Chart 2 illustrates that the most frequently registered products by respondents are cosmetics and traditional herbal medicines. These products are known to have more complex regulations compared to other categories, as highlighted by Mazdalifah (2020) and Priyantini (2023), who emphasize the importance of services that simplify

registration procedures. The presence of OSS BPOM provides a solution for business actors to overcome regulatory barriers, as similarly noted by Jingfang et al. (2020) in the context of online pharmacy services, where regulatory complexity often poses significant challenges. This demonstrates that OSS BPOM has played a strategic role in supporting the sustainability of the cosmetics and healthcare sectors.

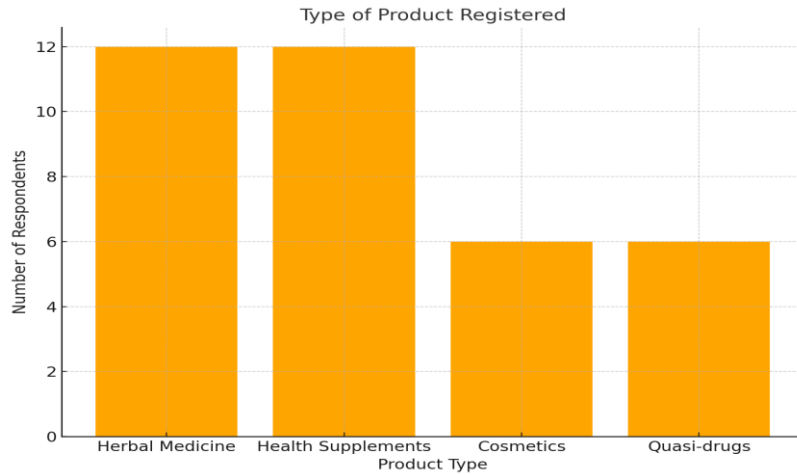


Chart 2. Type of Product Registered

The business duration of respondents reflects the inclusivity of the OSS BPOM service. Chart 3 shows that business actors from various scales, both new businesses (<3 years) and established ones (>5 years), utilize this service. As explained by Chambers-Richards et al. (2022), inclusivity is one of the key indicators of public service quality. The accessibility of OSS BPOM services to businesses of all scales demonstrates its success in providing equitable access, similar to the findings of Rebecca et al. (2006), which highlight the effectiveness of integrated services in reaching diverse user groups.

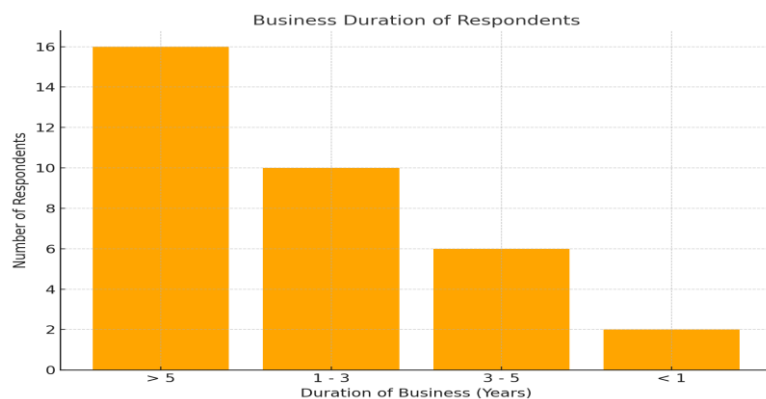


Chart 3. Business Duration of Respondents

The overall satisfaction level, as shown in Chart 4 (pie chart and bar chart), indicates that the majority of respondents felt “very satisfied” and “highly likely” to recommend this service to others. This aligns with the findings of Batbaatar et al. (2016),

which emphasize responsiveness and service speed as key determinants of user satisfaction. Additionally, the study by Suzanne et al. (2023) highlights that satisfaction levels are often influenced by a service's ability to deliver clear outcomes and meet user expectations. In the context of OSS BPOM, aspects such as processing time and ease of access stand out as primary strengths recognized by users.

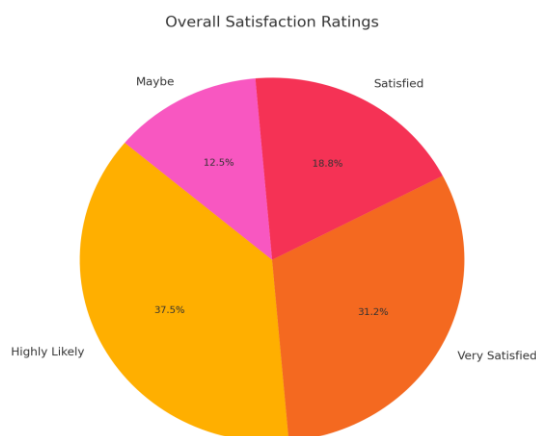


Chart 4. Overall Satisfaction Ratings

This study offers novelty through a holistic approach that combines quantitative and qualitative data to evaluate user satisfaction. Such an approach has rarely been applied in the evaluation of digital public services in Indonesia, as also suggested by Jingfang et al. (2020). Furthermore, the study's focus on aspects such as communication, privacy, and technical support provides a new contribution to the public service literature, as highlighted by Wanhua et al. (2019), who emphasized the importance of information transparency in creating positive user experiences.

However, this study has some limitations. The representation of respondents is uneven, particularly in terms of age groups and types of businesses, which may limit the generalizability of the findings to the broader population of OSS BPOM users. Research by Jingfang et al. (2020) also points out that uneven respondent distribution can influence the conclusions drawn from survey results. Additionally, while the quantitative approach offers broad insights, qualitative data could further enrich the understanding of user experiences, as noted by Suzanne et al. (2023) in the context of remote injection training.

Based on these findings, several recommendations can be proposed. First, future research should diversify the sample by involving more business actors from various sectors to provide a more comprehensive view of user satisfaction. Second, the development of digital features, such as real-time notifications and interactive guides,

could address the needs of younger, tech-savvy users, as suggested by Tessema & Adane (2015). Third, an in-depth evaluation of service responsiveness is necessary, especially in handling complaints, to provide more specific strategic recommendations. Fourth, comparative studies with similar services in other countries are essential to identify best practices and innovations that can be implemented in Indonesia, as noted by Debra et al. (2009).

With the implementation of these steps, future research could significantly contribute to improving the quality of OSS BPOM services while enriching the literature on digital public services.

## 5. CONCLUSION

The One Stop Service (OSS) provided by BPOM has proven effective in meeting the needs of business actors, particularly in simplifying the registration procedures for traditional medicines, cosmetics, and health supplements. Most users expressed satisfaction with the aspects of processing time, ease of access, and staff responsiveness, indicating that the service is inclusive for businesses of various scales. However, improvements are needed in service distribution, the development of digital features, and more transparent communication. OSS BPOM holds significant potential to become a responsive, innovative, and inclusive model of digital public service.

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