

# The Effectiveness of the DITAKOPUM Application in Facilitating Public Services

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## ABSTRACT

**Objective:** This study aims to analyze the effectiveness of the DITAKOPUM (Digitalization of Cooperative and Micro Business Management) application as a means of facilitating public services in Sidoarjo Regency. **Method:** The research method used a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation. **Results:** The results show that in terms of achieving objectives, MSMEs obtained business legality more quickly and the number of officially registered businesses increased. In terms of accuracy of target, the application has targeted cooperatives and MSMEs, although some businesses in remote areas still experience obstacles in digital literacy and networking. In terms of quantity and quality of results, thousands of MSMEs have been registered with more organized and integrated data, although there are still input errors. In terms of efficiency, administrative services can be completed within 2–3 days at no cost. Meanwhile, in terms of adaptability, the application can be used for various types of businesses, with additional suggestions for marketplace integration and export features. **Novelty:** This research contributes new insights by directly assessing the effectiveness of the DITAKOPUM application as a digital innovation in the field of cooperative and micro-business management. These findings highlight the importance of digital literacy, technical support, and equitable infrastructure as key factors in optimizing the transformation of digital application-based public services

## INTRODUCTION

In today's digital age, fast, easy, and transparent public services are no longer just a hope, but an urgent necessity [1]. The public demands a transformation in government services, especially in terms of efficiency and ease of access to services [2]. Various classic complaints such as complicated bureaucratic procedures, long waiting times, and uncertainty in service processes often cause the public to lose trust in government institutions. In response to these dynamics, the government has begun to adopt a digital approach to public service delivery [3]. One form of implementation of the public service digitization policy in the regions is through the development of the DITAKOPUM (Digitization of Cooperative and Micro Business Management) application. This application was launched by the Sidoarjo Regency Cooperative and Micro Business Office as a tangible form of technology-based service innovation. The main objective of this application is to provide convenience to the public, especially cooperative and MSME actors, in accessing administrative services online without having to physically come to the office. DITAKOPUM is an alternative solution to conventional obstacles in public services. Through this application, the public can register businesses, obtain legal status for cooperatives, consult on business matters, and apply for assistance or training, all through digital devices. In addition to being more efficient, this system also minimizes

direct interaction, which often becomes a loophole for non-transparent bureaucracy. However, in its implementation, several challenges are still encountered.

One of the most dominant challenges is the low level of digital literacy among MSME players, especially those who are elderly. The inequality of internet access in several regions is also a factor that hinders the equal distribution of services. Not to mention technical issues with the system, such as server disruptions or login difficulties, which are often complained about by users. Therefore, it is important to conduct an in-depth study to assess how effective the DITAKOPUM application is in providing optimal public services. The implementation of DITAKOPUM cannot be separated from certainty and guaranteed rights for the community. According to Law Number 25 of 2009 concerning Public Services, public services are activities or a series of activities aimed at fulfilling the needs of every citizen and resident for goods, services, and/or administrative services provided by public service providers [4]. With the enactment of Law Number 32 of 2004 concerning Regional Government, regional governments have broader authority to regulate services, including through digital innovation in order to support the principle of good governance [5]. In addition, public service standards are regulated in Minister of State Apparatus Empowerment Decree No. 63 of 2003, which emphasizes six service components, including procedures, completion time, costs, products, infrastructure, and staff competence [6].

As a follow-up, the Sidoarjo Regency government, through the Cooperative and Micro Business Agency (Diskopum), developed the Digital Data Cooperative and Micro Business (DITAKOPUM) application. This application is a strategic digital-based policy to facilitate the community in submitting business legalization, collecting data on cooperatives and MSMEs, and providing faster and more transparent access to information. Conceptually, DITAKOPUM is a data-based public service platform regulated by Sidoarjo Regency Regulation Number 14 of 2022 concerning the Position and Duties of Diskopum. With this system, thousands of MSMEs in Sidoarjo can access services practically without having to go through complicated manual bureaucratic processes [7].

**Table 1.** MSME Data and Effectiveness of the DITAKOPUM Application in Sidoarjo Regency.

No	Aspect	Data/Numbers	Source
1.	Number of MSMEs in Sidoarjo	171.264 unit	Kurniawan (2024)
2.	Micro Business Unit	154.891 unit	Kurniawan (2024)
3.	People's Industry Center	±82 Center	Kurniawan (2024)
4.	MSMEs Go Export (2022)	1.500 MSMEs	Surabaya Ekspor Center, 2022
5.	Sidoarjo MSMEs Go Export	300 MSMEs	Surabaya Ekspor Center, 2022
6.	MSMEs Exporting to Malaysia	28 MSMEs	Surabaya Ekspor Center, 2022

No	Aspect	Data/Numbers	Source
7.	Interest Rate KURDA SAYANG	3% per year	Bagus A. Kurniawan (2024)
8.	Date of Publication of DITAKOPUM Letter	±2-3 Days	Pertiwi (2025)
9.	ODS Service Duration	1 Day	Yuliani & Agustina (2015)
10.	ODS Service Fees	Free	Yuliani & Agustina (2015)

Source : Department of Cooperatives and Previous Research Journals

Public service issues that previously occurred frequently, such as slow bureaucracy, lack of transparency, and limited service staff, are slowly being resolved through DITAKOPUM. Diskopum staff now not only serve as administrative assistants, but also as digital facilitators who help the community understand how to use the application. Training, outreach, and regular coaching support are solutions to the low digital literacy levels that still exist in some communities. As a result, the DITAKOPUM application is able to meet the need for faster, more efficient, and more accountable public services.

Theoretically, this study uses the concept of organizational effectiveness according to Richard M. Steers, which can be measured through several indicators productivity effectiveness is determined by the ability of the application to produce services in line with its objectives, for example, speeding up the business legalization process [8]. Service quality – seen from user satisfaction with the application and increased accessibility to public services. Efficiency, the ability of the application to minimize costs, time, and energy in providing services. Adaptation, the ability of the application to adapt to community needs and technological developments. Employee/staff satisfaction – the readiness of Diskopum staff as digital service implementers, including increasing their competence and involvement.

Several previous studies have shown the importance of innovation-based public service effectiveness. First, research by Yuliani and Agustina proved that the implementation of One Day Service in Sidoarjo Regency is effective if it meets service standards (KPT dospem), even though there are still obstacles in terms of socialization and awareness among officials [9]. Second, research by Kurniawan emphasizes that Diskopum plays an important role in the recovery and strengthening of MSMEs through innovative programs such as KURDA SAYANG and the Tukuo Yuk marketplace platform, which are also supported by integration with DITAKOPUM [10]. Third, research by Pertiwi highlights that public service innovation through DITAKOPUM is effective due to the support, capacity, and value that facilitate business legalization and accelerate data access [11].

The purpose of this study is to analyze the effectiveness of the DITAKOPUM application in providing public services to the community, particularly cooperatives and micro businesses in Sidoarjo Regency. This study seeks to determine the role of DITAKOPUM in accelerating the process of business legalization and data collection on cooperatives and MSMEs so that it is more transparent, efficient, and accessible. In

addition, this study also aims to identify indicators of public service effectiveness based on Richard M. Steers' theory, including productivity, service quality, efficiency, adaptation, and staff satisfaction, as well as examining the role of the Cooperative and Micro Business Agency staff in supporting the implementation of the application, both in terms of their readiness, competence, and their role as digital facilitators. Furthermore, this study aims to determine the direct benefits of DITAKOPUM to the community in terms of ease of access to information, speed of service, and legal certainty for business actors, while also evaluating the extent to which this application is able to overcome previous public service problems that were synonymous with slow and opaque bureaucracy. This study also focuses on comparing the effectiveness of DITAKOPUM with previous public service innovations such as One Day Service in order to identify its advantages and differences. Not only that, this study also explores the obstacles that still arise in its implementation, including the limitations of public digital literacy, infrastructure accessibility, and the quality of socialization and assistance. The results of this study are expected to provide concrete recommendations for local governments in improving the effectiveness of the DITAKOPUM application in terms of technical aspects, regulations, and human resources, while strengthening academic literature related to the effectiveness of digital innovation-based public services and providing practical contributions to the development of sustainable, inclusive, and adaptive public services in line with technological developments. With the DITAKOPUM application, it is hoped that public services can be optimized, protracted bureaucratic obstacles can be minimized, and public satisfaction with local government performance can increase. Therefore, this research is important to provide academic and practical contributions in efforts to strengthen sustainable digital innovation in public services.

## **RESEARCH METHOD**

This study uses a qualitative descriptive approach to describe and analyze the effectiveness of the DITAKOPUM application as a convenience in public services in Sidoarjo Regency. The research was conducted at the Sidoarjo Regency Cooperative and Micro Business Office, Jl. Jaksa Agung Suprpto, Sidoarjo, because this agency is the main implementer of the DITAKOPUM program and a center for public services related to cooperatives and MSMEs. The technique for determining informants used purposive sampling, which is selecting informants who are considered to be knowledgeable, understanding, and directly involved in the implementation of the application, including employees of the Cooperative and Micro Business Office, field assistants, and cooperative and MSME actors who have utilized DITAKOPUM services. The data sources in this study consisted of primary data in the form of in-depth interviews, direct observation, and documentation of application service activities, as well as secondary data in the form of policy documents, program reports, official archives of the Cooperative and Micro Business Agency, and academic publications related to digital-based public services [12]. Data analysis was conducted using Miles and Huberman's interactive model, which consists of three stages: data reduction, data presentation, and conclusion

drawing/ verification [13]. To maintain the validity of the findings, this study used source and technique triangulation, comparing the results of interviews, observations, and documents so that the data obtained was more accurate and reliable [14].

The effectiveness indicators used refer to Richard M. Steers' theory, including: (1) achievement of objectives, (2) accuracy of targets, (3) quantity and quality of results, (4) efficiency of time and costs, and (5) adaptability to community needs. With this approach, the study aims to assess the extent to which the DITAKOPUM application facilitates public services, analyze its effectiveness based on various indicators, and identify obstacles and opportunities for improvement in future implementation [8].

## **RESULTS AND DISCUSSION**

### ***Results***

Based on the results of observations, interviews, and documentation conducted at the Sidoarjo Regency Cooperative and Micro Business Office, this study analyzes the effectiveness of the DITAKOPUM application as a means of facilitating public services. The analysis was conducted with reference to five indicators of effectiveness according to Richard M. Steers, namely: achievement of objectives, accuracy of targets, quantity and quality of results, efficiency, and adaptability.

#### **1. Goal Achievement**

According to Steers, organizational effectiveness is achieved when the main goals are realized. In the context of DITAKOPUM, the main goal is to facilitate the legalization and data collection of MSMEs. My question during the interview was: Does the DITAKOPUM application help you achieve your service goals, particularly those related to business data collection and legalization? How do you feel as an MSME actor after using this application? "Diskopum staff stated that the application's objectives had been achieved, as evidenced by the increase in officially registered MSMEs and the faster acquisition of NIBs and business licenses. Then, SME operators feel more confident because the business legalization process is faster and they are officially recognized by the government. This indicates that the achievement indicators have been met, as the DITAKOPUM service has produced tangible impacts for the community and service providers.

#### **2. Accuracy of advice**

Steers emphasized that effective services must be targeted, meaning that programs must reach the groups that really need them. This raises several questions. Does this application target the main target groups, namely cooperatives and micro businesses? Are there any groups that find it difficult to access the application? "Diskopum staff confirmed that this application is indeed focused on MSMEs and cooperatives, so it is in line with the initial target. However, some MSME actors in remote areas still face difficulties due to limited digital literacy and internet connectivity. This means that while the targeting is accurate, infrastructure support and outreach are needed to ensure all MSME actors can utilize the application equitably.

### **3. Quantity and Quality of Results**

Effectiveness is also measured by actual results, both in terms of output and service quality. The questions I asked during the interview were: How much MSME data has been successfully collected through this application? What is the quality of the data produced? "As indicated by the responses provided, thousands of MSMEs have registered through DITAKOPUM, and the number has increased significantly compared to before the application was launched. Then the next statement is that the data obtained is more organized, integrated, and can be used as a basis for program planning, although there are still obstacles if users fill in the data incorrectly. This indicator shows that the quantity and quality of service results are improving, although the quality of data input from the community needs further assistance.

### **4. Time and Cost Efficiency**

Steers stated that efficiency can be measured by the minimal use of resources for maximum results. The questions I asked during the interview were: Does this application speed up the service process? How about in terms of service costs? "The statement given by MSME players admitted that document processing now only takes 2-3 days, which is much faster than the manual system. Then the next statement was that all services through the application are free, so it is more economical for business players. This application has proven to be efficient because it reduces waiting time and eliminates additional costs.

### **5. Adaptability ToCommunity Needs**

Adaptability indicators relate to the system's ability to adapt to user dynamics and needs. The questions I asked during the interview were: Is the application easily adaptable to the diverse needs of the community? Are there any new needs that this application cannot yet meet? "Dikopum stated that the application is quite flexible because it can be used for various types of businesses, from culinary to trade. Then, a statement by MSME actors mentioned the need for integration with the marketplace and export features. The application is quite adaptive, but it still needs development to truly meet the demands of MSME digitalization.

## ***Discussion***

### **1. Goal achievement**

According to Steers, organizational effectiveness is largely determined by the extent to which the main objectives are achieved [8]. In the context of public services, the objective is to achieve public satisfaction through fast, easy, and transparent services. This is in line with Dwiyanto's opinion that good public services must be able to provide certainty and convenience for the community [15]. The results of this study show that DITAKOPUM has succeeded in achieving its initial objective, which is to facilitate the legalization and data collection of MSMEs in Sidoarjo Regency. This is similar to the findings of Saptaningtyas, who states that DITAKOPUM effectively supports the acceleration of business legalization services based on the principles of support, capacity, and value [11]. His analysis shows that the achievement of this application's objectives is

reflected in the increase in the number of officially registered MSMEs and the acceleration of business license issuance.



**Figure 1.** Socialization of MSME licensing facilities.

Source : Antara News Jawa Timur

## 2. Accuracy

Hardiansyah emphasizes the importance of accuracy in targeting so that organizations do not lose direction [16]. According to Pasolong (2010), a targeted public service program is one that suits the needs of the community and reaches the target group [17]. The results of the study show that the DITAKOPUM application is indeed designed for cooperatives and MSMEs, so it is on target. However, there are access barriers for business actors in remote areas due to low digital literacy. This is in line with the research by Yuliani & Agustina on One Day Service in Sidoarjo, which highlights the lack of socialization of services to the community [9]. The analysis shows that even though the program targets are appropriate, the government needs to increase socialization and training so that all MSME actors can access these digital services.



**Figure 2.** Launch of information campaign on ease of doing business / NIB in Tulangan sub-district

Source : Radar Sidoarjo

### 3. Quantity and Quality of Results

According to Gibson et al., organizational effectiveness can be seen from the results achieved, both in terms of quantity (number of services) and quality (quality of service) [18]. Denhardt & Denhardt also emphasize that the quality of public services must reflect professionalism and clarity of procedures [19]. The results of the study show that thousands of MSMEs have been registered in DITAKOPUM with more organized and integrated data. Kurniawan (2024) in his research also mentions that the Sidoarjo Cooperative and MSME Office has successfully encouraged the legalization of thousands of micro-businesses through DITAKOPUM, which then facilitates access to capital programs such as KUR. His analysis shows that the quantity of data has increased significantly, while the quality of service has improved, although there is still a need to improve the accuracy of data input by users.



**Figure 3.** Socialization of KUR for MSMEs in Sidoarjo with banks and related parties.

Source : pdiperjuangan-jatim.com

### 4. Time and cost efficiency

Efficiency, according to Siagan, is the achievement of results with minimal use of resources, both in terms of time and cost [20]. Osborne & Gaebler add that digital-based public services can streamline bureaucracy [21]. The results of this study prove that business legalization services, which previously took weeks, can now be completed in 2-3 days through DITAKOPUM, and all services are provided free of charge. This is in line with Saptaningtyas research, which shows an increase in public service efficiency by utilizing digital innovation. In addition, Yuliani & Agustina also highlight the advantages of One Day Service in reducing service time, although there are still obstacles in the field [9]. Their analysis shows that DITAKOPUM has brought real efficiency in terms of both time and cost, although the challenges of increasing staff capacity and digital literacy among the community still need to be addressed.

**Table 2.** Comparison Before and After the Implementation of the DITAKOPUM Application.

No	Aspect	Before DITAKOPUM	After DITAKOPUM	Source
1.	Processing time for documents	Approximately 7-14 business days	2-3 business days	Interview with MSME Entrepreneurs, 2025
2.	Service fees	Rp50.000 - Rp100.000 (manual file)	Free	Interview with MSME Entrepreneurs, 2025

Source : Department of Cooperatives and Micro Enterprises of Sidoarjo Regency

### 5. Adaptability to Community Needs

Ahmad emphasizes that organizations are effective when they are able to adapt to changes in the environment and community needs [22]. According to Rogers (2003) in his theory of innovation adoption, successful innovations must be able to adapt to the needs of their users [23]. The results of the study show that DITAKOPUM is quite adaptive because it can be used by various types of businesses. However, there are still new needs such as integration with the marketplace and export features that are not yet available. Kurniawan's research confirms that MSMEs in Sidoarjo have export potential, so public service applications should support access to international markets. Similarly, Saptaningtyas research states that the DITAKOPUM innovation needs to be continuously developed to meet the increasingly complex needs of business actors. His analysis shows that the application's adaptability is good, but additional features still need to be developed to truly meet the demands of the MSME digitalization era.



**Figure 4.** Training/pkm/technical guidance for skills transfer (digital marketing, financial recording, AI) that demonstrates the adaptability of MSMEs.

Source : Antara news Jawa Timur

## CONCLUSION

**Fundamental Finding :** The results of the study show that the implementation of the Simpeldesa Application in Tambak Kalisogo Village is in the early adaptive stage according to Edward III's Implementation Theory framework. The digital village policy has had a positive impact in terms of easier public services, improved access to information, and opportunities for digital economic development. **Implication :** With the optimization of the four indicators of Edward III communication, resources, disposition, and bureaucratic structure, the implementation of Simpeldesa in Tambak Kalisogo Village is expected to develop towards a better stage and provide tangible benefits for the entire community. **Limitation :** However, its success has not been fully achieved due to constraints such as limited communication, human resources, budget, internet access gaps, and dependence on one main operator. In addition, uneven coverage of socialization and the limited capacity of village officials to operate the application are also obstacles to the implementation of the program. **Future Research :** Therefore, increasing the effectiveness of Simpeldesa implementation requires expanding socialization to reach all levels of society, equal distribution of network infrastructure, and regular technical training for village officials.

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