

## ABSTRACT

This study employs an associative quantitative method. Data were collected through a questionnaire using a Likert scale, which was distributed to 81 respondents selected through random sampling. The respondents are business actors or applicants who visited the Investment and One-Stop Integrated Services Office in Cirebon City. The data analysis technique used is simple linear regression analysis.

The analysis results indicate that the e-performance system has a positive and significant effect on career development, with a significance value of 0.000, which is less than 0.05. Additionally, the coefficient of determination test resulted in an R Square value of 0.776. This means that the policy implementation variable can explain 77.6% of the variance in the effectiveness of business licensing, while the remaining 22.4% is explained by other variables not included in this research model.

The findings of this study confirm the researcher's hypothesis: there is a significant influence of the implementation of the OSS RBA policy on the effectiveness of business licensing at the Cirebon City Investment and One-Stop Integrated Services Office (DPMPTSP). The OSS RBA policy has been effectively implemented and has had a positive impact on the business licensing process for entrepreneurs visiting the Cirebon City DPMPTSP office. These results are intended to provide valuable insights for both the DPMPTSP and business owners, encouraging the processing of business permits in accordance with Government Regulation Number 5 of 2021, which pertains to the implementation of the Online Single Submission Risk-Based Approach (OSS RBA).

**Keyword: Policy implementation, effectiveness, business licensing**