

RINGKASAN

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis keberhasilan inovasi pelayanan melalui penerapan Sistem Informasi Penerimaan Retribusi (SIPENER) sebagai alat pengelolaan pasar di Dinas Perindustrian dan Perdagangan Kabupaten Tulungagung. Fokus penelitian meliputi aspek kepemimpinan, manajemen organisasi, manajemen risiko, sumber daya manusia, dan teknologi dalam mendukung implementasi SIPENER. Hasil penelitian menunjukkan bahwa penerapan SIPENER telah memberikan dampak positif terhadap peningkatan efisiensi, transparansi, dan akuntabilitas pengelolaan retribusi pasar. Sistem ini mampu mencatat transaksi secara real-time, mengurangi kesalahan administrasi manual, serta mempercepat proses pembayaran. Namun demikian, masih terdapat kendala seperti gangguan jaringan, keterbatasan infrastruktur teknologi, resistensi pedagang terhadap sistem digital, serta kurangnya pelatihan dan pendampingan teknis bagi pengguna. Faktor pendukung keberhasilan meliputi komitmen pimpinan dalam kebijakan inovasi, kesiapan sumber daya manusia yang terus ditingkatkan melalui pelatihan, serta pengembangan teknologi yang berkelanjutan. Berdasarkan hasil temuan, disarankan agar Dinas Perindustrian dan Perdagangan Kabupaten Tulungagung terus memperkuat infrastruktur teknologi, meningkatkan frekuensi pelatihan bagi pegawai dan pedagang pasar, serta mengoptimalkan dukungan kebijakan daerah dalam pengembangan sistem berbasis digital. Upaya tersebut diharapkan dapat memastikan keberlanjutan dan peningkatan efektivitas SIPENER sebagai inovasi pelayanan publik yang modern dan transparan.

Kata kunci: SIPENER, inovasi pelayanan publik, retribusi pasar.

SUMMARY

This study aims to describe and analyze the success of service innovation through the implementation of the Market Retribution Information System (SIPENER) as a market management tool at the Department of Industry and Trade of Tulungagung Regency. The research focuses on aspects of leadership, organizational management, risk management, human capital, and technology in supporting the implementation of SIPENER. The results of the study show that SIPENER has positively contributed to improving efficiency, transparency, and accountability in managing market retribution. The system enables real-time transaction recording, reduces manual administrative errors, and accelerates the payment process. However, several challenges remain, such as network instability, limited technological infrastructure, resistance from traders toward digital systems, and insufficient training for system users. Supporting factors for success include leadership commitment to innovation, continuous improvement of human resource capacity through training, and ongoing technological development. Based on the findings, it is recommended that the Department of Industry and Trade of Tulungagung Regency strengthen its technological infrastructure, increase the frequency of training for both staff and traders, and enhance policy support for digital-based system development. These efforts are expected to ensure the sustainability and effectiveness of SIPENER as a modern and transparent public service innovation.

Keywords: *SIPENER, public service innovation, market retribution.*