

EFFECTIVENESS OF SAMSAT SERVICES

(A comparative study between services bureaus and the official line system of Samsat Bandar Lampung)

ABSTRACT

by

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Effectiveness is one of dimensions of productivity, which leads the achievement to the maximum work performance. The targets of achievement are related to the quality, quantity, and time. Public services directly related with customers or the public is samsat which serves motor vehicle tax payment system. The existence of a service bureau to be part of a solution that does not have time. It compared to the using of official channels that more time consuming due to queuing. So the official line service seems slow and as the result, taxpayers prefer to use a service bureau to pay their motor vehicle tax.

The purpose of this research is to know about the effectiveness difference of samsat services (a comparative study between the service bureaus and the official line system of Samsat Bandar Lampung). The research uses descriptive survey method with quantitative approach. The data collection techniques are questionnaires, interviews and documentations.

The research shows that effectiveness of the service bureaus more effective than the service at the official line system with the average 0, 28. This difference indicates that the service at official line quality system is pretty good. However, the quality of service bureau services create positive fact to the customers and generate satisfaction and customer's loyalty. While the using of official line system only prioritized procedures to taxpayers, waiving the quality of service in terms of empathy with the most important thing is the taxpayers pay their taxes.

Keywords: effectiveness, services, samsat, service bureaus