

Kualitas pelayanan perpanjangan STNK pada masa pandemi covid-19 di gerai Samsat Kecamatan Pulogadung = The quality of service for the annual vehicle registration extension during the covid-19 pandemic at the Samsat outlet in Pulogadung District

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Abstrak

Pada masa pandemi Covid-19 terjadi penurunan penerimaan negara salah satunya dari pajak kendaraan bermotor karena kualitas pelayanan di Samsat yang tidak sesuai dengan protokol kesehatan. Oleh karena itu, tujuan dari penelitian ini adalah untuk menganalisis kualitas pelayanan perpanjangan STNK di Gerai Samsat Kecamatan Pulogadung pada masa pandemi Covid-19. Teori yang digunakan pada penelitian ini adalah teori Quality Service Audit oleh Verma. Metode penelitian ini dilakukan dengan menggunakan teknik pengumpulan data secara kuantitatif. Instrumen yang digunakan dalam penelitian ini dilakukan dengan cara survei melalui kuesioner dengan skala likert dan wawancara dengan beberapa narasumber. Hasil penelitian menunjukkan bahwa mayoritas responden menyatakan kualitas pelayanan perpanjangan STNK Tahunan di Gerai Samsat Kecamatan Pulogadung termasuk dalam kategori baik. Namun dalam beberapa hal wajib pajak masih merasa kualitas pelayanan di Gerai Samsat Kecamatan Pulogadung masih dinilai buruk yaitu pada dimensi availability dan partnership sehingga perlu diperbaikiki. Saran yang dapat diberikan untuk Gerai Samsat Pulogadung adalah dapat menyediakan hand sanitizer dan petugas khusus yang dapat mengatur jarak antar Wajib Pajak selama masa PSBB.

.....During the Covid-19 pandemic there was a decline in state revenue, one of which was from motor vehicle taxes because the quality of service at Samsat was not in accordance with health protocols. Therefore, the aim of this study is to analyze the quality of service for the extension of the STNK at the Samsat Gerai, Pulogadung District during the Covid-19 pandemic. The theory used in this research is the theory of Quality Service Audit by Verma. This research method is conducted using quantitative data collection techniques. The instrument used in this study was conducted by means of a survey through a questionnaire with a Likert scale and interviews with several sources. The results showed that most of the respondents stated that the quality of the annual STNK extension service at the Samsat Gerai, Pulogadung District, was in the good category. However, in some cases taxpayers still feel that the service quality at the Samsat Outlet in Pulogadung District is still considered bad, especially in the availability and partnership dimensions so that it needs to be improved. Suggestions that can be given to the Pulogadung Samsat Outlet are to provide hand sanitizers and special officers who can adjust the distance between taxpayers during the PSBB period.