

ABSTRAK

Rumusan masalah dalam penelitian ini Bagaimanakah kualitas pelayanan perpanjangan pajak melalui layanan publik STNK keliling di kabupaten Gresik?

Penelitian ini menggunakan teori pelayanan publik, kualitas pelayanan publik, serta teori tentang minat. Penelitian ini menggunakan metode kualitatif, tipe penelitian deskriptif, lokasi penelitian berada di lokasi SAMSAT keliling yang beroperasi di kabupaten Gresik. Informan yang diambil dalam penelitian ini para Wajib pajak kendaraan bermotor SAMSAT Keliling, dan Petugas Pemberi Pelayanan atau operator SAMSAT Keliling. Pengumpulan data dilakukan dengan cara observasi, wawancara mendalam serta dokumentasi. Kemudian menganalisis data menggunakan reduksi data, penyajian data kemudian penarikan kesimpulan atau verifikasi.

Hasil temuan dalam penelitian ini diketahui bahwa secara umum dapat diandalkan, keberadaan daya tanggap petugas di lapangan secara efektif mendukung minat para wajib pajak untuk mengurus dan melakukan aktivitas pembayaran pajak di SAMSAT keliling, kondisi kualitas pelayanan dari segi *Assurance* (jaminan) dirasakan sudah baik, kualitas empati petugas di SAMSAT keliling yang dilaksanakan oleh UPTD Pendapatan Provinsi Jawa Timur Gresik menurut responden sudah sangat baik dan mempengaruhi minat mereka, serta kondisi bukti fisik yang ada di unit SAMSAT keliling secara umum menurut pengguna layanan yakni para wajib pajak sudah cukup baik,

Kata kunci : Kualitas pelayanan, Layanan publik, STNK Keliling

ABSTRACT

The problem of this study What is the condition of interest to the taxpayer SAMSAT mobile services in Gresik regency? How is the quality of service tax extension through SAMSAT circumference in Gresik regency from the aspects of reliability, responsiveness, assurance, empathy, tangibles?

This study uses the theory of public services, the quality of public services, as well as the theory of interest. This study uses a qualitative, descriptive research type, research sites are in locations around SAMSAT operating in Gresik regency. Informants were taken in the study of the motor vehicle tax payer SAMSAT Roving, and Care Giver officer or operator SAMSAT Roving. Data was collected through observation, interview and documentation. Then analyze the data using data reduction, data presentation and then drawing conclusions or verification.

The findings in this study show that in general can be relied upon, the existence of the responsiveness of officers in the field to effectively support the interest of the taxpayers to take care of and make tax payments in SAMSAT activity around, the conditions of service in terms of quality assurance (guarantees)'ve felt good, quality empathy officers on roving SAMSAT implemented by Revenue UPTD Gresik East Java province according to the respondents is very good and affect their interests, as well as the physical condition of the existing evidence on the unit circumference SAMSAT in general according to the service users taxpayers sudh good enough,

Keyword : quality of service, Public Service, Roving STNK