

## **Vehicle Registration Online Service at The One-Stop Administration Services Office of South Surabaya**

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### **ABSTRACT**

This study aims to determine the quality of service at the Joint Office of South Surabaya Samsat. This is due the service at Samsat Joint Office is currently implementing the STNK Online service. Where online vehicle registration services should be faster and able to accommodate the problems of conventional vehicle registration services. Besides that with great quality service, it means the customer would feel satisfied. The theory used according to Zeithhalm, Parasurman and Berry through 5 service quality criteria. Namely Tangibles, Reliability, Responsiveness, Assurance and Empathy. This research uses descriptive qualitative research. By conducting interviews and field observations. The results showed that the quality of service at the Samsat Surabaya Joint Office was still of poor quality. This can be seen from the lack of reliability and empathy done by the employees in the Samsat Surabaya Joint Office. This is because the service duration is often not in accordance with the standard so that the quality of service lacks reliability. In addition, employees at the Samsat Joint Office lack communication with the applicants. So the applicants feel a lack of empathy from the employees. Whereas tangibles, responsiveness and assurance have been carried out well by employees at the SAMSAT Surabaya Joint Office. Services between counters are very close together so that it is easier for the applicant to access services. Then the employees at the SAMSAT Joint Office have given the applicant confidence by checking the correct file requirements so as to provide guarantees to the applicant regarding the truth of the file. Thus, the quality of employee services still needs to be improved, especially the online vehicle registration service. This improvement can be done through excellent service evaluation and training.

**Keywords:** Quality, Vehicle Registration Online service

### **1. Introduction**

Improved performance in providing public services is an increasingly important issue to immediately get the attention of all parties. Bureaucracy that has a poor performance in providing services to the public will greatly affect the performance of

Proceedings of **The 2<sup>nd</sup> International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20<sup>th</sup>, 2020. Theme: Corporate Social and Financial Responsibility the government and society as a whole in order to improve the competitiveness of a country in the global era.

The law on regional autonomy has given proportionally wider, real and responsible authority to the regions to regulate the distribution, utilization of resources, as well as the authority to determine policies that are specific or general in accordance with the principles of democratization, increased community participation, equity and justice and pay attention to the potential and diversity of each region.

Therefore many services implement excellent service policies by providing maximum services to the community through the use of information technology. The use of this technology was in accordance with the instructions of the President of the Republic of Indonesia Number: 3 of 2003 concerning the National Policy and Strategy for the Development of E-Government and the Decree of the Governor of East Java Number: 36 of 2003 concerning the Implementation of Information Systems and Telematics of East Java Province. ([ppidkemkominfo.files.wordpress.com](http://ppidkemkominfo.files.wordpress.com))

In 2004 was the year of increasing public services for Government Agencies in East Java to improve services by promoting a service quality dimension that was easier, faster and more transparent. The concept has been continuously developed in the Revenue Service of East Java Province, especially at the SAMSAT Joint Office.

SAMSAT Joint Office (One-Stop Administration System) is one of the public services that handles motor vehicle tax (PKB) payments, Fee for Transfer of Motorized Vehicles (BBNKB), Ratification of Motor Vehicle Number Identification (STNK) and Mandatory Accidents Funding Donations Lintas Jalan (SWDKLIJ) which will always change according to the conditions of community development which always demands an increase in public services.

To be able to improve the quality of services and to solve problems that often occur in public organizations requires an innovation so that services can be better. The use of technological innovation in the delivery of public services in various public organizations including SAMSAT is increasingly explored for the sake of creating customer / community satisfaction. Community and economic development are increasingly driven by technological innovation, new demands for efficiency, productivity, people's access to information in the government bureaucracy and

Proceedings of **The 2<sup>nd</sup> International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20<sup>th</sup>, 2020. Theme: Corporate Social and Financial Responsibility demands for certainty and a sense of security and comfort. In line with technological innovation, it can be done through e-government.

With e-government, information from the government can be distributed to the public quickly. With access to open information from the government it can create political and administrative transparency and save time, money or resources.

In this case the effort to improve services is the service to renew STNK Online. The improvement itself began with the structuring of Human Resources (HR) as well as increasing the quality of IT (Information and Technology) at the Samsat Joint Office service area on Jalan Jetis Seraten Ketintang, Gayungan District, Surabaya. The implementation of the STNK Online program which was carried out simultaneously in East Java on January 6, 2017 itself could be a solution to the problem by reducing the burden on facilities and infrastructure, archival storage, and human resources, as well as addressing complaints of taxpayers related to services (zero complaints). Communities in areas that enter the territory of East Java Province can also pay vehicle taxes at the Samsat office outside their territory.

The same thing happened at the SAMSAT Ketintang South Surabaya Joint Office which also provided the STNK Online Extension service as a superior service. Online STNK Extension Services have only been used in all Samsat Offices in East Java as of January 6, 2017 so that during this period it can be seen whether these services can be utilized properly by the community or not, especially the people of East Java.

Unfortunately there are still many people who are not satisfied with the services provided by employees at the Joint Office of SAMSAT Ketintang, South Surabaya. There are still many people who complain about the length of the process of services provided, the lack of waiting room facilities that are not in accordance with capacity, there are still differences in the level of service, in other words there is indiscriminate of the community as the recipient of services, there is still a lack of human resources which causes obstruction in the registration process, and network problems that often arise often interfere with employee performance.

This phenomenon is more due to the governance paradigm that has not yet undergone a fundamental change from the conventional service paradigm. The old paradigm is marked by the behavior of the State Apparatus in the Bureaucracy which still places itself to be served, and not to serve (to serve). Whereas the Government

Proceedings of **The 2<sup>nd</sup> International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20<sup>th</sup>, 2020. Theme: Corporate Social and Financial Responsibility according to the paradigm of excellent service is serving not served. It is better, in the current era of democratization and decentralization, all bureaucratic instruments need to realize that the nature of service also means a spirit of service that prioritizes efficiency and success of the nation in building and manifested, among others, in serving behavior rather than being served, encouraging, not hindering, simplifying, not complicated. Open for everyone, not just for a few people. Therefore this study aims to determine the quality of online vehicle registration service extension at SAMSAT South Surabaya Joint Office.

## **2. Method**

This research uses descriptive qualitative research type to get a general understanding of social reality. The research location chosen to compile this study was the Joint Office of Samsat Ketintang, South Surabaya, which is located at Jalan Jetis Seraten, Ketintang, Gayungan, Ketintang, Gayungan, SBY City, East Java 60231. The subject of this study was the Joint Office of SAMSAT South Surabaya. This study focuses on the SAMSAT South Surabaya Joint Office, which aims to determine the quality of human resources services in improving online vehicle registration services.

Informants in this study related to the quality of service in improving online vehicle registration services at the SAMSAT Ketintang South Surabaya Joint Office include: 1) Head of online vehicle registration SAMSAT South Surabaya 1 person 2) Staff of SAMSAT South Surabaya 1 person Online 3 people. To analyze the data, the writers use interactive analysis according to Miles, Huberman, and Saldana (2014); an analysis consists of four activity lines of data collection, data condensation, data presentation, and conclusion.

## **3. Literature Review**

### **a. Service**

According to H.A.S Moenir, service is an activity carried out by a person or group of people on the basis of material factors through a system of procedures and certain methods in order to meet the needs of others in accordance with their rights (Moenir, 1995: 26). While Public Services according to Soetopo (1999) are defined as all forms of service activities carried out by government agencies at the central, regional and SOE environments in the form of goods and services both in the context

Proceedings of **The 2<sup>nd</sup> International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20<sup>th</sup>, 2020. Theme: Corporate Social and Financial Responsibility of meeting the needs of the community and in the context of implementing laws. (Napatulu, 2007: 165)

By paying attention to the meaning of the service, it is inseparable from the interests of the service user. Service means serving something that is needed by the community in all fields. Service activities in the community is one of the functions of Public Administration.

### **b. Quality of Public Service**

Quality is one of the keys in winning competition in the market. When a company has been able to provide quality products, it has built one of the foundations to create customer satisfaction. Quality is an interconnected element of quality that can affect performance in meeting customer expectations. Quality does not only emphasize the final results, namely products and services, but it involves quality, process quality and environmental quality. In producing a quality product and service through quality human processes and processes. Quality service that is fast, pleasant, has no errors, and follows the processes and procedures that have been set beforehand. According to Zeithalm, Parasurman and Berry (1996). Identifying 5 dimensions of service quality, namely:

1. Direct evidence (Tangibles), namely physical facilities, equipment, employees, and means of communication.
2. Reliability, which is the ability to provide the promised service immediately, accurately, and satisfactorily.
3. Capability (Responsiveness), namely the desire of staff to help customers and provide services responsively.
4. Guarantee (Assurance), which includes knowledge, abilities, politeness, and trustworthiness that is owned by the staff (free from danger, risk, and doubt).
5. Empathy, namely the ease in making good communication relationships, personal attention and understanding the needs of customers. (Tjiptono, 2003: 14).

### **c. STNK Online**

STNK itself is proof of registration and authorization of a motorized vehicle based on the identity and ownership that has been registered. And the word online itself comes from the words on and line, on means life, line means channel.

Understanding Online is the state of the computer connected / connected to the Internet network. So STNK Online itself can be interpreted as a tool or the web to make a tax payment through internet media.

In the past, people who owned motorized vehicles every year would be troubled by arranging the extension of the Vehicle Number Certificate (STNK) by visiting the SAMSAT (One-Stop Administration System) office. But now the registration of the STNK renewal is no longer a hassle, because the STNK tax payment service can be done through electronic transactions. So that people no longer need to sacrifice time to go to Samsat's office, queue for hours, and can avoid brokers who offer STNK maintenance by asking for high fees.

As technology develops, now people can use Samsat Online services. Samsat online provides several vehicle tax payment services, including:

1. Motorized vehicle validating status for 1 year vehicle registration.
2. Motorized vehicles do not replace STNK.
3. Motorized vehicles are accompanied by BPKB, original owner's ID card and vehicle registration.
4. Motorized vehicles are not more than 1 year late.

At present, only a few provinces have served online motorcycle tax payments, namely:

1. East Java <http://www.esamsat.jatimprov.go.id/>
2. Central Java <http://dppad.jatengprov.go.id/>
3. West Java <http://dispenda.jabarprov.go.id/e-samsat-jabar/>
4. DKI Jakarta [http://samsat-pkb.jakarta.go.id/INFO\\_PKB](http://samsat-pkb.jakarta.go.id/INFO_PKB)
5. Nangroe Aceh Darusalam [esamsat.acehprov.go.id](http://esamsat.acehprov.go.id)
6. Banten <http://dppkd.bantenprov.go.id>

## **5. Results and Discussion**

The quality of this service is very important for service provider organizations. Quality of service is a benchmark for an agency, both government and private, in providing services to service users. Satisfying service and in accordance with customer

expectations becomes a service goal that must be met. In Alaan's research (2016) entitled the effect of service quality (tangible, empathy, reability, responsiveness and assurance) on customer satisfaction: research at Serela Hotel Bandung that service quality has an influence on customer satisfaction at Serela Hotel Bandung. But in the study the dimensions of responsibility and empathy did not show a good effect on customer satisfaction. This is because employees only tend to run according to the SOP without having empathy. According to Garvin (1998), there are seven dimensions of service quality that can be applied to the service industry. Meanwhile according to Zeithhalm, Parasurman and Berry (1996) there are 5 service quality criteria. The criteria are tangibles, reliability, responsiveness, assurance, empathy.

### 1. Tangibles

Tangibles, namely the quality of services in the form of physical facilities, equipment, employees, and communication facilities owned by the SAMSAT South Surabaya Joint Office that interacts directly with the applicant. According to the results of the study and seen from the cleanliness of the office floor that always looks clean so that the applicant or the community who are willing to take care of motor vehicle tax payments feel comfortable. Besides the existence of cleaning service that is always ready to clean. And the waiting room in the SAMSAT South Surabaya Joint Office has fulfilled the standards. Many people feel comfortable when they make payments at SAMSAT South Surabaya Joint Office. For payment counters at SAMSAT South Surabaya Joint Office it is according to standard. The counters are close to each other so that the flow of payments does not feel far away. So that the public or the applicant many feel happy about it.

### 2. Reliability

Reliability is the information provided is quite accurate, starting from the service schedule, legislation, service rates, and the required files. Reliability is the ability of service officers to carry out Online STNK services at the SAMSAT South Surabaya Joint Office in providing the promised service immediately, accurately, and satisfactorily.

According to the research results of the SAMSAT South Surabaya Joint Office efforts in providing services quickly are still not good. Because the services

Proceedings of **The 2<sup>nd</sup> International Conference on Strategic Mental Revolution (ICoSMR)**, Cikarang City, Indonesia January 20<sup>th</sup>, 2020. Theme: Corporate Social and Financial Responsibility provided by employees in providing an online vehicle registration service still seem less fast. This is because there are employees who are less focused on working. In the service procedure flow, the time needed for the service is approximately 5 minutes for each process, but in reality the time needed for each service process is more than the specified time.

**Tabel 1. Standard time of vehicle registration payment services**

No	Jenis Kegiatan	Ukuran Waktu
1	Validation of vehicle registration per year	15 Minutes
2	STNK renewal every 5 years	30 Minutes
3	Incoming Movements and Transfer Fees	60 Minutes
4	New Vehicles	60 Minutes

Source: SAMSAT South Surabaya Joint Office

Nevertheless, service officers, especially in the field of STNK Online have tried to resolve the problem in accordance with the terms and rules promised. Employees try to solve problems and avoid problems that arise related to providing problem handlers. Then in handling the problem, they try to solve by communicating as soon as possible about the problem to the Applicant. The maximum effort in dealing with problems is the Satisfaction of the Petitioner's wishes, As much as possible the services provided by the Employees who can judge are those who have personal characteristics of each applicant.

### 3. Responsiveness

Responsiveness concerns the ability to assist and provide services quickly and accurately, as well as being responsive to the wishes of the Petitioner. Employees actually hold strong requirements, rules and conditions of their obligations as service officers who must assist the Petitioner if they experience difficulties. The desire to help the Petitioner is part of the responsiveness that service personnel must have to fulfill the satisfaction of the applicant.

For responsiveness in meeting service satisfaction, STNK Online service employees at SAMSAT South Surabaya Joint Office have worked and provided good responsiveness to the applicant. So that the applicant is satisfied with the

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results of services provided by employees of the Online STNK service at SAMSAT South Surabaya Joint Office. For the accuracy of the services provided is quite good, the employees have provided services accurately and the employees already have a good response in doing the service. In addition, the Applicant brings in the documents according to the requirements, the Employee will immediately follow up the requirements submitted by the Applicant. Because the satisfaction of the Petitioner will arise with the nature of employees who want to help the applicant sincerely.



*Figure 1. Payment Registration Counter*

*Source: SAMSAT South Surabaya Joint Office (11-14-2018)*

#### 4. Assurance

Assurance is knowledge, manners and the ability of employees to generate confidence and trust. In the results of observations of STNK Online service employees at the Joint Office of SAMSAT South Surabaya, their abilities, skills, courtesy, and trustworthiness were made so that the applicant felt free from danger, risk or doubt. In the interview results of the STNK Online service employees, the employees always try to provide a correct explanation, especially regarding the filing of the service requirements so that the applicant does not return because there is a file that is wrong or lacking. Thus, the STNK Online service staff at SAMSAT South Surabaya Joint Office has given the applicant confidence. The insight is that employees who are confronted directly with the community must have a sense of courtesy and hospitality. Because it is very important if the employees want to do the service. In addition, the employees have

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also given trust to the service applicants. This trust is not just a word but also a guarantee or certainty in terms of service delivery.

## 5. Empathy

Empathy, includes ease in making good communication relations, personal attention and understanding the needs of the applicant. In providing services, SAMSAT South Surabaya Joint Office employees must be able to communicate well and clearly to the applicant.

Based on the results of interviews, employees and taxpayer applicants lack communication so it does not create a sense of harmony between employees and taxpayer applicants. Actually, the employee has done a lot of communication not in arranging the online vehicle registration services but also in other arrangements. Related to that all aspects of services can be expected if by providing good communication because good communication can produce good services as well.

Thus the common thread can be drawn that the quality of employee services at the Samsat Surabaya Joint Office is still of poor quality. This is seen from the five indicators that there are three indicators that are already good while two indicators that are still not good. Namely reliability and empathy. In the study of Markovic and Jankovic (2013) entitled Exploring the Relationship between Service Quality and Customer Satisfaction in Croatian Hotel Industry, shows that the dimensions of responsiveness, assurance, and empathy do not give a big influence on service quality. This is because these dimensions are related to human resource qualifications. Meanwhile, according to Tjiptono and Sunyoto (2012) that quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds expectations. So even though the dimension of responsiveness, assertiveness and empathy is related to human resources, it is still part of quality. So in this study the dimensions of reliability and empathy are not related to the capacity of human resources but part of quality. Furthermore Evans and Lindsay (2005) stated that service quality is viewed from the point of view (user based), so the quality of service is something that is desired by the customer or the level of compliance with customer desires. Unfortunately, according to the results of research customers still do

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not get their wish in the STNK Online service at SAMSAT South Surabaya Joint Office.

## **6. Conclusions**

Service quality can be said as how far the difference between reality and customer expectations for the service they receive, if reality exceeds what is expected then the service can be said to be a great quality or vice versa. Thus, good or bad a quality of services depends on the ability of service providers to consistently meet the expectations of their customers. Although the results of services will not be exactly the same but it is required not to differ greatly according to customer expectations.

Based on the discussion above it can be concluded that the quality of each service is of inferior quality. This is seen from the reliability of services that are still not found in accordance with standard provisions. In addition, empathy also lacks good communication with the applicant. However, SAMSAT South Surabaya Joint Office employees have been quite responsive in responding to the problems of the applicant on the STNK Online service. The Tangibles dimension also meets the standards so the applicants feel comfortable. Likewise with assurance, the employees of the Joint Office of SAMSAT South Surabaya provide guaranteed service with confidence to the taxpayer applicants, so that the taxpayers feel safe and comfortable when handling the payment of taxpayers

Thus, the improvement that needs to be done by SAMSAT South Surabaya Joint Office is to maintain employee performance and improve the quality of STNK Online services. Improvements can be made through innovating, evaluating, taking the initiative and for cooperation between employees must be further improved so that their performance can be even better.

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