

Analysis of Public Services at the Dumai City One-Stop Integrated Administration System (SAMSAT) Office

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Abstract: Public service is the primary indicator of the effectiveness of government bureaucratic performance, as it directly reflects how well public institutions meet community needs. This study aims to evaluate the quality of public services at the Dumai City SAMSAT Office using the SERVQUAL approach, which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The research employed a descriptive qualitative method with a purposive sampling technique. Informants included one SAMSAT employee and two service users selected based on their direct experience with the service process. Data were collected through interviews and observations to gain an in-depth understanding of service implementation. The findings reveal that the tangible, empathy, and responsiveness dimensions have been implemented relatively well, indicated by improved facilities, supportive infrastructure, and faster service delivery. However, weaknesses remain in the reliability and assurance dimensions, particularly regarding service consistency and the professionalism and attitude of officers toward the public. The study recommends strengthening integrated service systems and enhancing ethics and service excellence training for employees to improve overall service quality.

Keywords: Dumai; Public Administration; Public Services; SAMSAT; SERVQUAL.

1. Introduction

Journal of Future Artificial Intelligence and Technologies accepts research paper submissions that contain at least 4000 to 8000 words or around 8 to 20 pages for research articles and a maximum of 30 pages for review articles. The introduction must be written briefly, concisely, and clearly. The introduction must contain an explanation of (1) the Research object, (2) Methods that have been used previously, (3) the Weaknesses and strengths of each method or may briefly allude to related work and/or hypotheses, (4) Research problems (5) Proposed solutions and/or approaches (6) List of Contributions (6) Rest of paper. The introduction section must be scientific and rich in citations. Use “maintext_FAITH” style for this paragraph.

In today's era of globalization, with intense competition and numerous challenges, government officials are expected to provide excellent service to the public and focus on their needs. Improving the quality of public services is a key indicator of the government's success in carrying out its duties. In the life of the nation and state, the government has several roles, one of which is providing the public services it needs. (Wahyuni, 2022)

According to Sinambela (2007), public service refers to the government fulfilling the aspirations and needs of the community. Public service can be defined as the act of providing services to individuals or groups with an interest in the organization, in accordance with established guidelines and procedures. The implementing organization has a responsibility to provide public services in accordance with its original purpose. (Dila, 2019)

Public services are fundamentally a need that arises from the community, ensuring that they receive the appropriate rights and treatment from the state in living their lives and maintaining their existence as citizens. Therefore, public services provided by the state must be focused on the public interest. Fulfilling these public interests effectively requires considering the quality of the services provided, ensuring that the community receives them and that those who receive them respond positively to the results they receive. (Hubalillah et al., 2022)

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According to Saputra (2019), providing good and fast services is crucial to strengthening public trust in the government. (Erlianti et al., 2024)

A key element to government success, especially in aspects directly related to the public, is service quality. In this regard, service quality is a crucial factor because it directly impacts public perception and satisfaction with the government. High-quality services not only increase user satisfaction but also encourage compliance with existing laws, such as timely payment of taxes and other obligations. Therefore, in the study of public administration, evaluating service quality is highly relevant and important. (Ummah, 2019)

Law No. 25 of 2009 mandates public service providers to build public trust. The services provided must align with the expectations and demands of all citizens and residents. In response to this mandate, the government continues to strive to improve service quality (Hadi, 2009). However, in practice, many public complaints remain regarding the services provided by state officials. Current public services are still considered to have various weaknesses and fall short of public expectations. (Hildawati, 2021)

One category of public services that directly impacts the public is the One-Stop Integrated Administration System (SAMSAT). SAMSAT is an integrated service system that includes collaboration between the Regional Revenue Agency (Bapenda), the police, and PT Jasa Raharja in managing administrative matters related to motor vehicles. Services provided include payment of Motor Vehicle Tax (PKB), Motor Vehicle Transfer Fee (BBNKB), and STNK validation, which are carried out in accordance with nationally applicable Standard Operating Procedures (SOPs).

According to Ryutaro Siburian (2020), SAMSAT itself has SOPs in providing services to the public. SOPs themselves are a collection of written instructions created regarding a series of processes in carrying out an organization's activities. SOPs themselves are divided into two types: internal and external. Internal SOPs are useful for measuring the performance of a public organization against established programs and activities. Meanwhile, external SOPs are useful for measuring the performance of a public organization through the community regarding the government's ability to implement these programs, carry out obligations according to SOPs, and be accountable for positions in a government agency's performance. (Area, 2024)

Public services function as a measure of the success of implementing functions and evaluating government performance through the bureaucratic system. (Maryam, 2016)

The benchmark for assessing effective public services is whether the service meets public expectations. The quality of public services is the public's primary expectation. To analyze service quality, the following dimensions can be used: five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). These dimensions have been confirmed by Parasuraman et al. (1988) and are known as the SERVQUAL scale used to measure service quality. (Hildawati, 2021)

The criteria for determining the quality of public services include: (1) the number of supporting facilities and other supporting service attributes such as representative waiting rooms, cleanliness and others; (2) Accuracy of service; (3) Politeness and friendliness during the service process; (4) Ease of obtaining service, such as the number of officers serving; (5) Convenience in obtaining service. (Refdi et al., 2022)

In Riau, public services are particularly important due to increasing public aspirations for transparency and speed. Research by Putri & Amri (2023), which analyzed the effectiveness of e-Samsat in Pekanbaru, found that while the service is considered quite effective in encouraging taxpayer compliance, several challenges remain, such as inadequate infrastructure, limited human resources, and network issues. (Balqist Putri Zahrani & Khairul Amri, 2024)

The Dumai City SAMSAT Office is a government agency dedicated to making it easier for the public to pay taxes. The following services are available at the Dumai City SAMSAT Office:

1. New or first time STNK registration
2. Registration of motor vehicle transfers
3. Motor vehicle registration for lost or damaged STNK
4. Annual PKB registration
5. Five-year PKB registration
6. Transfer of name or change of ownership fee
7. Riau E-Samsat
8. Tanjak Motor Vehicle Tax Office

The One-Stop Integrated Administration System (SAMSAT) as a public organization is required to be able to serve the public as well as possible and also satisfy the public, but in reality the service at the Dumai City SAMSAT Office has not been able to satisfy the public as taxpayers.

Based on observations conducted at the Dumai City SAMSAT Office, which included interviews with residents who received services, issues were identified related to staff attitudes perceived as unfriendly and lacking respect for respondents as service users. This indicates that the services provided do not reflect the professionalism and public service ethics that should be the benchmark for government institutions.

Another problem is that there are still shortcomings in terms of the ability of officers to provide services consistently, where services at the SAMSAT Office cannot be completely completed in one place, even though this is not impossible.

This research is crucial and interesting to conduct because it can provide empirical insight into public service standards at the Dumai City SAMSAT Office, and serve as a basis for formulating service improvement strategies. Furthermore, the findings of this study are also expected to contribute to increasing public trust in public service institutions in the region. Based on the description above, the researcher is interested in further research on "Public Service Quality at the Dumai City One-Stop Integrated Administration System (SAMSAT) Office."

2. Literature Review

Public Service Concept

Public service is defined as a series of activities carried out by state or government officials to meet the needs of public services in accordance with laws and regulations (Law No. 25 of 2009). Public service is not merely the provision of administrative services, but includes aspects of affordability, speed, accuracy, and user satisfaction. The theory of public service quality refers to the dimensions of reliability, responsiveness, assurance, empathy, and tangibles as developed by Parasuraman, Zeithaml, and Berry (1988). In the context of modern public services, this theory is often relevant to measure user perceptions of the performance of government agency services.

Several researchers, such as Wahyuni (2022), emphasize that service quality in government agencies significantly influences public satisfaction. Responsive and accountable service is key to building public trust and encouraging public involvement in the service process. This is crucial when public services are viewed not only procedurally, but also as an interaction between service providers and the public.

Public Services in the Government Administration Sector

Research in the context of government administration services shows that improved service procedures, human resource competency, and information system integration are determining factors in service effectiveness. For example, Wahyuni & Shaliza (2021) in their study of public services at the Department of Food Security and Agriculture stated that a well-organized system of procedures and human resource training can improve service effectiveness and efficiency.

Meanwhile, Hildawati's (2007) research on CSR programs showed that public satisfaction is influenced by service transparency and procedural clarity. This indicates that in administrative services such as licensing or registration, internal mechanisms such as service flow, processing time standards, and communication between services significantly influence public perceptions of service quality.

Previous Research on SAMSAT and Vehicle Administration Services

Research specifically examining SAMSAT services is still relatively limited, but several relevant studies demonstrate a relationship between service efficiency, public satisfaction, and technology use. For example, Siregar (2019) examined motor vehicle administration services in a specific province and found that the integration of electronic service systems (e-services) had a positive impact on service times and user satisfaction.

Other research in the context of regional administrative services shows that a one-stop service system, such as a Public Service Mall or KPP, can simplify document processing for the public, thereby increasing satisfaction and positive perceptions of local government (Nasution et al., 2020). This is relevant for the SAMSAT (Vehicle Management Agency) because the one-stop system aims to integrate tax, registration, and vehicle administration services without requiring a change of service location.

Service Quality, Satisfaction, and Trust in Public Services

Several service quality studies in the context of public services have found a positive relationship between service quality and user satisfaction. For example, Ichsan & Nasution's (2022) study on clinical services showed that service quality dimensions such as responsiveness and empathy significantly influenced user satisfaction levels. Furthermore, Pramudita et al. (2022) emphasized that customer satisfaction is influenced not only by service dimensions but also by overall perceptions of the service outcomes received.

In the context of government services, public trust is a byproduct of service satisfaction. Morgan & Hunt (2004) explain that trust is formed when consumers or service users feel satisfied and confident that the service institution can consistently meet their expectations. This means that in the SAMSAT service, good service quality tends to build public trust in public service institutions.

3. Materials and Method

This study uses a qualitative approach aimed at in-depth understanding of the implementation of public services at the Dumai City One-Stop Integrated Administration System (SAMSAT) Office. The qualitative approach was chosen because it is able to comprehensively explore social phenomena based on the perspectives of the research subjects and the real-world context (Creswell, 2014; Sugiyono, 2019). The research location was determined at the Dumai City SAMSAT Office because this institution is the center of motor vehicle administration services that is in direct contact with the public, thus having a high and complex level of service interaction.

The research informants were selected using purposive sampling, which involves deliberately selecting informants based on their direct involvement and knowledge of public services at the SAMSAT (Kothari, 2004). The informants consisted of SAMSAT officials as service providers and the public as service users. This technique is considered appropriate for obtaining in-depth data relevant to the research focus (Moleong, 2017).

The types of data used in this study include primary and secondary data. Primary data was obtained through in-depth interviews and direct observation of public service processes, interactions between officers and the public, and the condition of service facilities and infrastructure. Meanwhile, secondary data was collected through documentation studies, such as standard operating procedures (SOPs), service reports, and laws and regulations related to public services (Hardiansyah, 2018; Law No. 25 of 2009).

Data analysis was conducted using the Miles and Huberman interactive analysis model, which includes iterative stages of data reduction, data presentation, and conclusion drawing (Miles, Huberman, & Saldaña, 2014). Data reduction was performed by selecting and focusing data relevant to the research objectives. The data were then presented in descriptive form to facilitate understanding, before conclusions were drawn. Data validity was maintained through source and technique triangulation techniques, ensuring high levels of credibility and reliability in the research results (Sugiyono, 2019).

4. Results and Discussion

The Dumai City One-Stop Integrated Administration System (SAMSAT) Office is a public service institution responsible for managing vehicle tax administration, vehicle registration (STNK), vehicle registration (BPKB), and vehicle certification. As an office involving several agencies such as the Police, Bapenda, and Jasa Raharja, the Dumai City SAMSAT plays a vital role in increasing regional revenue while providing convenience to the public. Initially, this office was located on Jalan Sultan Syarif Kasim, but due to renovations to the main building since February 2023, the temporary location was moved to Jalan Ratu Sima, Kelakap Tujuh Village. After the renovations were completed, the new Dumai City SAMSAT building officially reopened in mid-July 2024.

The new building features a modern and user-friendly design, consisting of three floors with various supporting facilities. These facilities include special counters for people with disabilities and the elderly, a comfortable waiting room, a lactation room for breastfeeding mothers, a children's play area, and a spacious parking lot. Furthermore, the office also provides a drive-thru service to expedite the process of vehicle tax payments and STNK validation, resulting in faster and more efficient services. This innovation is part of the transformation of public services to be more transparent, convenient, and responsive to the needs of the community. Operationally, SAMSAT Dumai serves the public on weekdays with morning and afternoon service schedules, and half-day service on Saturdays. Furthermore,

SAMSAT Dumai also offers alternative services such as the SAMSAT Outlet at the Dumai City Public Service Mall (MPP) and the Mobile SAMSAT service known as "SAMSAT Tanjak." This mobile service operates on a rotating basis at several strategic locations in Dumai, making it easier for the public to pay vehicle taxes without having to come to the head office.

Overall, the Dumai City SAMSAT Office continues to improve its infrastructure and service quality. With a high annual motor vehicle tax revenue target, a comfortable and systematic SAMSAT office is a crucial step in increasing taxpayer compliance. Digital transformation is also part of the service strategy, such as the use of the SIGNAL application for online tax payments. All of this reflects Dumai SAMSAT's efforts to provide better, more efficient, and more customer-focused public services.

This study aims to evaluate the quality of public services at the Dumai City Samsat Office using five SERVQUAL parameters: tangibles, reliability, responsiveness, assurance, and empathy. Interviews with two residents and one SAMSAT staff member revealed several elements that need to be improved to optimize service.

Tangible

This dimension focuses on the physical appearance of the building, equipment, and infrastructure used to provide services. Interviews revealed that all interviewees agreed that the physical condition and comfort of the Dumai City Samsat Office had significantly improved. Residents stated that the office atmosphere was now more organized, clean, and attractive than before. Employee statements also supported the presence and functioning of facilities such as waiting rooms, ticket counters, parking areas, consultation rooms, and facilities for people with disabilities. Appropriate renovations to the new building also provide concrete evidence that tangible elements have met the standards of good public service.

Reliability

Reliability measures how well officers are able to provide accurate, reliable, and consistent service from start to finish. While many respondents felt the service was good, issues remained regarding the reliability of the service system. One resident revealed that the service process could not be completed entirely in one location, even though it should have been possible. This caused inconvenience and indicated that services were not yet fully integrated. Staff acknowledged that the main problem did not stem from the internal system, but from a lack of understanding of existing procedures on the part of the public. However, staff stated that they had tried to explain things clearly and patiently to the public. This indicates that reliability has been maintained, although there is still room for improvement, particularly in simplifying the service process and providing public education.

Responsiveness

The responsiveness dimension relates to how quickly and responsively officers respond to community needs. Residents perceive service to be significantly faster than before. Previously, service could take 10 minutes, but now it can be completed in less than 5 minutes. This demonstrates increased efficiency. Employees also stated that the number of human resources is sufficient and supported by additional service systems such as the Samsat Drive-Thru, Samsat Tanjak (pick-up ball), and services at the Public Service Mall. These initiatives speed up service times and reduce the burden on the main office. Therefore, the responsiveness dimension is considered to be running quite well.

Assurance

Assurance reflects the professionalism, courtesy, and sense of security provided by officers to the public. Public responses varied. Some felt the service they received was very polite and professional. However, others expressed unpleasant experiences when interacting with cashiers, feeling disrespected when inquiring about the availability of forms. This attitude made them feel sad. On the other hand, employees explained that they continue to strive to provide the best service despite encountering various attitudes from the public. This indicates that the assurance dimension is not yet fully distributed across all work units and requires a specific evaluation of officer attitudes at sensitive service points such as the cashier section.

Empathy

The ability to feel and understand the conditions and needs of the community is at the heart of empathy in service. Overall, residents felt that officers demonstrated empathy through their responsiveness and sense of responsibility, even during breaks. They consistently prioritized service to ensure that every member of the public received the attention they deserved. Furthermore, employees emphasized that the Samsat office has various support facilities, including a breastfeeding room and specific assistance for those in need. This demonstrates a clear commitment to inclusivity and empathy in public service.

5. Conclusion

Public services at the Dumai City SAMSAT Office, based on the five SERVQUAL dimensions, show mixed results. The physical evidence and responsiveness dimensions have shown significant improvements, marked by modern and comfortable service facilities and service innovations that expedite the administrative process. The empathy dimension has also been well implemented through officers' attention to the needs of the community, including vulnerable groups. However, the reliability and assurance dimensions still require improvement, particularly regarding the consistency of service delivery in one location and the equitable distribution of professional attitudes among officers. Overall, Dumai City SAMSAT services have progressed, but improvements in the reliability and assurance aspects are still needed to strengthen public satisfaction and trust.

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