ABSTRACT

EFFECTIVENESS OF REVENUE SERVICES UNIT (UPPD) INFORMATION MANAGEMENT SYSTEM IN APPLYING THE VEHICLE NUMBER SIGN (STNK) IN PAJAJARAN BANDUNG CITY 1 AREA

The research has been done because against the background by the existence of some problems that servicing of Samsat to the community in the payment of motor vehicle taxes have not yet gone well in UPPD Samsat in Pajajaran 1 Bandung city area. To give the fast and effective servicing there was made STNK information management system. For lack of ability of the apparatus of Samsat in Pajajaran Bandung city 1 area into carry out the program and the number of human resources are still limited, causing the STNK information system management has not run maximally and less effective. Because of that there was needed effectiveness of service unit revenue in implementing management information systems mark the letter number vehicle for used by officials in Pajajaran Bandung city 1 area.

The theory used in this research is the theory of effectiveness according to James L. Gibson in his book, Organizational Behavior, Structure and Process. Effectiveness of seven sizes such as; the objectives to be achieved clarity, clarity goal achievement mature strategy, analysis process and formulation of policy steady, careful planning, the arrangement of the precise program, availability infrastructure and supervisory and controls system that are educational.

The research method used is descriptive method with qualitative approaches. The data collection techniques are performed in this study is through literature studies, field studies and observations and by conducting interviews, informants in this research is Samsat UPPD apparatus in Pajajaran Bandung city 1 area using a purposive technique.

Based on results of the research, effectiveness of Revenue Services Unit in implementing management information systems of certificate of Vehicle Number for use by officials in Pajajaran Bandung City 1 Area, Samsat not run well because they have not yet achieved this goal quite well. The strategy is immature this is due to a strategy that applied has not yet been reached. Policies are applied fairly good. however, there are many still placements are not as expected. Planning to run poorly, which made planning has not met expectations. The work program does not meet the target. Facilities and infrastructure are less supportive. Oversight of the superiors who are less so that the effectiveness of service UPPD in using STNK management information systems have not yet run well.