ABSTRACT

THE POLICY IMPLEMENTATION SAMSAT (ADMINISTRATION SYSTEM OF ONE ROOF) DRIVE THRU SERVICES AT DISPENDA REGION CITY BANDUNG SOEKARNO HATTA

The research was conducted against background due to there of the service manually, in which society as a taxpayer that wants to be served quick and easy, it is therefore necessary Samsat Services Drive Thru fast-paced in order to improve services in the field of ratification STNK (Letter Signs Number Vehicle), payment PKB (Motor Vehicle Tax)and SWDKLLJ (Mandatory Contribution Fund Road Traffic Accidents).

The theory used in this research that the theory of implementation of public policy from George C. Edward III. Edward III argued the factors that could affect the success of an implementation, namely communication, resources, disposition and bureaucratic structure.

The research method used is descriptive method with qualitative approaches. Data collection techniques performed in this study is through literature study, field studies and observations and by conducting interviews and documentation. Informants in this study were from Dispenda Region City Bandung Soekarno Hatta and the people who use purposive technique.

Based on the results of research, communication at Dispenda Region City Bandung Soekarno Hatta quite effectively invisible from the delivery of information, Clarity, Consistency is going pretty well, looks pretty good resource of human resources, budget resources, information resources that can not be said enough, Disposition 've done enough good looks of understanding and deepening, Response received, intensity apparatus, the bureaucratic structure pretty well and run in accordance with their respective fields.