**ABSTRAK**

**IMPLEMENTASI LAYANAN INOVASI SAMSAT KELILING DALAM UPAYA MENINGKATKAN PELAYANAN PEMBAYARAN PAJAK KENDARAAN BERMOTOR RODA DUA PADA SAMSAT** **BP2RD SUMATERA UTARA MEDAN SELATAN**

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Penelitian ini bertujuan unutk untuk mengetahui implementasi layanan inovasi Samsat keliling dalam upaya meningkatkan pelayanan pembayaran pajak kendaaraan bermotor di Samsat BP2RD Sumatera Utara Medan Selatan. Adapun subjek penelitian ini yaitu Kantor Samsat Medan Selatan. Yang menjadi objek penelitian yaitu implementasi layanan samsat keliling dalam upaya meningkatkan pelayanan pembayaran pajak kendaraan bermotor roda dua. Penelitian ini dilaksakana di Samsat Medan Selatan yang berlokasi di Jalan Sisingamangaraja K.M 56, Kelurahan Sitirejo II, Kecamatan Medan Amplas, Kota Medan –Sumatera Utara. Waktu penelitian yang akan dilaksanakan dimulai dari bulan Januari 2021 sampai dengan Juli 2021. Hasil peneltian ini menununjukkan bahwa Implementasi layanan inovasi SAMSAT Keliling membawa dampak yang cukup besar terhadap peningkatan pelayanan pajak kendaraan bermotor roda dua di Wilayah SAMSAT BP2RD Sumatera Utara Medan Selatan dimana dalam layanan inovasi SAMSAT Keliling mampu memberikan kemudahan karena telah dilakukan penyederhanaan pelayanan, adanya peningkatan prosedur alur pelayanan, peningkatan waktu pelayanan pajak kendaraan bermotor dan berupaya lebih meningkatkan kepuasan wajib pajak kendaraan bermotor. Implemtenasi layanan inovasi SAMSAT Keliling di Wilayah SAMSAT BP2RD Sumatera Utara Medan Selatan membawa dampak positif atau kemanfaatan dari suatu inisiatif perubahan terhadap pelayanan pajak, mampu memberi solusi terhadap masalah pelayanan pajak kendaraan bermotor yang dihadapi selama ini dan juga teradapat kesinambungan layanan inovasi SAMSAT Keliling dengan program peningkatan pelayanan pajak kendaraan bermotor di SAMSAT BP2RD Sumatera Utara Medan Selatan.

**Kata Kunci:**  **Layanan Inovasi SAMSAT Keliling, Meningkatkan Pelayanan Pembayaran Pajak Kendaran Bermotor.**

***ABSTRACT***

***THE IMPLEMENTATION OF MOBILE SAMSAT INNOVATION SERVICES AS AN EFFORT TO IMPROVE THE TWO-WHEELED MOTOR VEHICLE SERVICE OF TAX PAYMENT ON SAMSAT BP2RD SUMATERA UTARA
MEDAN SELATAN***

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*The objective of this research was to find out the implementation of mobile SAMSAT innovation services in an effort to improve the service of payment of motor vehicle tax in SAMSAT BP2RD North Sumatra, South Medan. The subject of this research was Samsat Office of South Medan. The object of the research was the implementation of mobile SAMSAT services in an effort to improve the service of payment of two-wheeled motor vehicle tax. This research was conducted in SAMSAT South Medan located at Jalan Sisingamangaraja K.M 56, Sitirejo II Village, Medan Amplas District, Medan City – North Sumatra. The research time was conducted starting from January 2021 to July 2021. The results of this research showed that the implementation of mobile SAMSAT innovation service has a considerable impact on the improvement of two-wheeled motor vehicle tax services in the SAMSAT BP2RD Region of North Sumatra, South Medan where in mobile SAMSAT innovation services were able to provide convenience because of the simplification of services, the improvement of service flow procedures , increased time of motor vehicle tax service and efforts to further improve mandatory satisfaction motor vehicle tax. The Implementation of Mobile SAMSAT innovation services in samsat BP2RD Region of North Sumatra, South Medan brings a positive impact or benefit from a change initiative to tax services, able to provide solutions to the problems of motor vehicle tax services faced so far and also can be sustainable innovation services Mobile SAMSAT with the program of improving motor vehicle tax services in SAMSAT BP2RD North Sumatra South Medan.*

***Keywords: Mobile SAMSAT Innovation Service, Improving Motor Vehicle Tax Payment Service.***