

ABSTRAK

Sangging, Wayan Devin Amabel (2025), Evaluasi Layanan Lantatur Pada UPT SAMSAT Kabupaten Buleleng Dengan Logic Model. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: evaluasi, lantatur, samsat, logic model

Penelitian ini bertujuan untuk (1) mengidentifikasi layanan LANTATUR di UPT Samsat Kabupaten Buleleng dari segi *input*, (2) mengidentifikasi hasil evaluasi layanan LANTATUR di UPT Samsat Kabupaten Buleleng dari segi *activities*, (3) mengidentifikasi layanan LANTATUR di UPT Samsat Kabupaten Buleleng dari segi *output*, (4) mengidentifikasi layanan LANTATUR di UPT Samsat Kabupaten Buleleng dari segi *outcome*, dan (5) mengidentifikasi efektivitas layanan LANTATUR di UPT Samsat Kabupaten Buleleng. Penelitian ini mengadopsi evaluasi logic model. Penelitian ini melibatkan 61 pengguna layanan LANTATUR di UPT SAMSAT Kabupaten Buleleng. Adapun data dikumpulkan melalui kuesioner dan wawancara. Berdasarkan hasil uji deskriptif dan uji model Glickman, hasil dari penelitian ini menunjukkan bahwa (1) pada evaluasi *input* diperoleh nilai rerata (mean) yang berada pada kisaran sekitar 3,9 hingga 4,18, yang mengindikasikan bahwa penilaian responden terhadap variabel-variabel tersebut relatif tinggi dan konsisten, (2) pada evaluasi *activities* diperoleh nilai rata-rata (mean) di kisaran antara 3,85 hingga 4,02, menunjukkan bahwa responden memberikan penilaian yang cukup positif, (3) pada evaluasi *output* diperoleh rata-rata (mean) dalam rentang yang cukup positif, yakni antara 3,95 sampai 4,18, (4) pada evaluasi *outcome* diperoleh nilai rata-rata berada pada kisaran yang cukup tinggi antara 4,02 hingga 4,25, menunjukkan bahwa responden memberikan penilaian yang positif, (5) efektivitas Penggunaan Program LANTATUR termasuk pada “Kuadran 1” dengan kategori “Sangat Efektif”. Hasil penelitian juga menyarankan (1) UPT SAMSAT Buleleng perlu menambah loket LANTATUR untuk mencegah antrean panjang, (2) UPT SAMSAT Buleleng perlu meningkatkan LANTATUR dengan pelatihan berkelanjutan agar pegawai memahami SOP pelayanan, (3) penambahan jam operasional LANTATUR agar layanan lebih mudah diakses, mengurangi antrean, dan mempercepat proses administrasi, (4). UPT SAMSAT Buleleng perlu memastikan pegawai bebas dari percaloan dan rutin melakukan sosialisasi layanan LANTATUR ke masyarakat pelosok.

ABSTRACT

Sangging, Wayan Devin Amabel (2025), Evaluation of Traffic Services at the Buleleng Regency SAMSAT UPT Using Logic Model. Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and reviewed by Supervisor I: Dr. Kadek Rai Suwena, S.Pd., M.Pd. and Supervisor II: Dr. I Nengah Suarmanayasa, S.E., M.Si.

Keywords: evaluation, traffic, samsat, logic model

This study aims to (1) identify LANTATUR services at the UPT Samsat Buleleng Regency in terms of input, (2) identify the evaluation results of LANTATUR services at the UPT Samsat Buleleng Regency in terms of activities, (3) identify LANTATUR services at the UPT Samsat Buleleng Regency in terms of output, (4) identify LANTATUR services at the UPT Samsat Buleleng Regency in terms of outcome, and (5) identify the effectiveness of LANTATUR services at the UPT Samsat Buleleng Regency. This study adopted a logic model evaluation. This study involved 61 LANTATUR service users at the UPT SAMSAT Buleleng Regency. Data were collected through questionnaires and interviews. Based on the results of the descriptive test and the Glickman model test, the results of this study indicate that (1) in the input evaluation, the average value (mean) was obtained in the range of around 3.9 to 4.18, which indicates that the respondents' assessment of these variables was relatively high and consistent, (2) in the activities evaluation, the average value (mean) was obtained in the range of 3.85 to 4.02, indicating that the respondents gave a fairly positive assessment, (3) in the output evaluation, the average (mean) was obtained in a fairly positive range, namely between 3.95 to 4.18, (4) in the outcome evaluation, the average value was obtained in a fairly high range between 4.02 to 4.25, indicating that the respondents gave a positive assessment, (5) the effectiveness of the use of the LANTATUR Program was included in "Quadrant 1" with the category "Very Effective". The research results also suggest (1) UPT SAMSAT Buleleng needs to add LANTATUR counters to prevent long queues, (2) UPT SAMSAT Buleleng needs to improve LANTATUR with ongoing training so that employees understand the service SOP, (3) increase LANTATUR operating hours so that services are more easily accessible, reduce queues, and speed up the administrative process, (4). UPT SAMSAT Buleleng needs to ensure that employees are free from brokers and routinely socialize LANTATUR services to remote communities.