ABSTRACT

The high level of motor vehicle tax revenue in West Java is closely linked to the general awareness of the significance of remitting their vehicle taxes. However, tax revenue frequently encounters challenges. This final project discusses the Analysis on Information Quality Factors of SAMBARA Application for Motor Vehicle Tax in West Java. The information quality variable was chosen because the quality of information presented by the application is very important in ensuring that users obtain relevant, accurate, and timely information and affects the overall user experience. This study recognizes and examines the association between the quality of information in the Sambara application and the application's quality, and measures how much information quality affects the whole application's quality. The sampling technique used is based on the population of motor vehicles in West Java, using simple random sampling. Information was compiled using a survey by first selecting a library and preparing Google Colab and then exploring the data. Simple linear regression calculations were carried out to produce predictive answers and hypotheses from the findings. The findings reveal a positive relationship among the application's quality and the information provided. In other words, enhancing the quality of the Sambara application will enhance the quality of information received by users, with the R2-Score value obtained in this study of 0.67798. This means that around 67.798% of the variability in the assessment of information quality can be explained by the quality of the application provided by the application.

Keywords: Information quality, Tax, SAMBARA.