

SUMMARY

Implementation of best service quality to customer is not only adopted by private companies, but also by government institutions (state owned enterprises) that facing increasing demand to provide best service. One of government institutions that implemented innovation to improve its service quality is Samsat in the district of Lamongan. Innovation that is implemented by Lamongan's Samsat is Samsat Drive Thru. The objective of the innovation is to solve the problem of underperformance of Lamongan's Samsat that is caused by complicated procedures, cost uncertainty, and plenty of brokers.

Generally, this research is aimed to measure how far the impacts of the implementation of Samsat Drive thru to improve the public service quality. This research use qualitative method approach by observation and interview methods. The result of research reveal that Samsat drive thru's service quality is directly proportional with customer satisfaction.