

## ABSTRACT

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*The growing analysis of information complexity in public services applications like SAMBARA for motor vehicle tax through the use of technology. With an emphasis on user interface, tax information clarity, and the usefulness of the application in streamlining payment processes, this study aims to investigate the relationship between application complexity and user perception. The study uses regression analysis to investigate the relationship between application complexity and user adoption. The application's technical features significantly affect users' judgments of the relevance and dependability of the information, according to the results. Regression analysis was used in this study to look at the relationship between the SAMBARA motor vehicle tax application's information quality and application quality. Information Quality = 1.089 + 0.761 (Application Quality) was the outcome of the regression analysis. This outcome suggests. According to this finding, information quality rises by 0.761 for every 1% increase in application quality. As a result, upgrading the program's quality helps to raise the caliber of information that West Java's SAMBARA application provides. According to the research, enhancing SAMBARA can improve user experience and local tax administration, which will ultimately help West Java expand its infrastructure and provide better public services.*

*Keywords: SAMBARA Application, Information Complexity, User Perception, Tax Administration, and Public Service*