ANALYSIS OF SERVICE QUALITY IN APPLICATIONS FOR MAKING PASSPORTS USING M PASSPORTS AT THE CLASS 1 IMMIGRATION OFFICE OF TPI BANDA ACEH

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Abstract

This study aims to determine the Analysis of Service Quality in Applications for Making Passports Using M Passports at the Class 1 Immigration Office of TPI Banda Aceh. In this study, the researcher used a qualitative descriptive approach. The data collection technique in this study was the direct observation method, namely the researcher conducted interviews to obtain information, documentation of data collection such as document recording forms, available notes or documents and documents in the form of images or photos. The research informant method is the subject who provides data in the form of information to the researcher. In this study, the researcher used a purpose sampling technique in which the researcher chose Key Informants and Informants whom the researchers considered to know about the research problem. The place of this research is at the Immigration Office Class 1 TPI Banda Aceh. From the results of the researcher's analysis, Overall, M Passport at the Immigration Office Class 1 TPI Banda Aceh currently provides good benefits in service, queuing passports using M Passport saves time, queuing services are more regular. The simplicity of the service flow using information technology makes it easier for people to get passport-making services and the services provided are clearer and less complicated, while after the M Passport the service is better, people can adjust their arrival schedule. But apart from the researchers found the inhibiting factor for the application of M Passport at the Immigration Office Class 1 TPI Banda Aceh, the inhibiting factor of the application of M Passport was the network, and sometimes M Passport errors.

Keywords: *Service Quality, Passport Application, M Passport, Immigration Office Class 1 TPI Banda Aceh*

1. INTRODUCTION

Globalization's rapid progression necessitates increasingly sophisticated information technology. The government must leverage the sophistication of information technology to enhance the value of public services and increase community satisfaction with those services. Public services based on Law No. 25 of 2009 are a series of activities designed to meet the service needs of every citizen and resident through the provision of goods, services, and administrative services by public service providers in accordance with the law (Rukayat, 2017). The government's public service is a manifestation of the state apparatus's service function to the community (Siti Maryam, 2017). The purpose of government-provided public services is the welfare of the community (Idris, 2017). In the field of immigration, one of the public services is regulating the flow of people and goods between nations (Pasaribu & Briando, 2019). Specifically in terms of public services for the management of travel documents, visas and facilities, residence permits and status, intelligence, cross-border

investigations and prosecutions, international cooperation, and other immigration systems (Briando & Rhouspamann, 2020).

According to Widyastuti as cited by (Alne, 2019), the Indonesian Ministry of Law and Human Rights oversees the immigration department in Indonesia.. Yasonna H. Laoly, Minister of Law and Human Rights of the Republic of Indonesia, stated that in order to improve public services, the Ministry of Defense and Security constantly strives to meet the community's needs for convenience, speed, security, and comfort through innovation. According to Kakiay (2004) in (Artiguna et al., 2014), The availability of sophisticated information technology facilitates the acceleration of public services. When the number of customers using a service exceeds its capacity limit, queues form. For this reason, an innovation is required to reduce the occurrence of long lines and provide community members with satisfactory service, so that they may enjoy swift, accurate, simple, and secure assistance.

The Circular of the Director General of Immigration Number IMI-UM.01.01-4166 regarding the Implementation of Online Passport Queue Registration Applications throughout Indonesia is an effort to improve the quality of immigration services for both Indonesian citizens and foreigners (Iriani & Prabawati, 2018). According to Gunawan & Mutaqin (2020) The Implementation of Online Passport Application Queue Registration is intended to serve as a guide for immigration employees in the implementation of online passport application queue registration and for the head of the Immigration Division in providing guidance, control, and technical oversight of immigration in the implementation of online passport application queue registration.

The Immigration Office Class 1 TPI Banda Aceh is a technical service unit tasked with carrying out some of the most important immigration tasks and functions, including the Online Passport Queue Registration Application. The Class 1 Immigration Office of TPI Banda Aceh is tasked with delivering quality and optimal services to the community, in response to the demand for travel documents, particularly passports. It was previously known, based on field observations, that the use of manual queues was less effective because the length of the queue caused people to wait too long and because the daily quota was limited and those who did not receive a queue number had to return the following day. The implementation of the Online Passport Queue Registration Application, a technological innovation that employs sophisticated information technology, is anticipated to meet the needs of the community in enhancing the efficiency of public services.

However, despite the implementation of Application Online Passport Queue Registration, there are still a number of issues that inhibit the use of the Application. Observations on the ground indicate that there are still prospective passport applicants who do not understand the procedure or how to use the Online Queue Registration Application, preventing them from registering passport queues online. There are also frequent network disruptions in the online passport queue, which hinders the implementation of public services and causes a backlog in registration for the online passport queue.

Based on the background above, the authors conducted a study with the aim of knowing the inhibiting and supporting factors for the application of passport application services using M Passport in improving the quality of service at the 1st class immigration office of TPI Banda Aceh.

2. RESEARCH METHOD

This research method employs a qualitative descriptive strategy. According to Nawawi and Martini (1996:73) in (Alne, 2019), research that describes or describes the research object based on the facts as they appear or as they are constitutes descriptive research. In this study, data collection techniques included direct observation/observation methods, interviews to obtain information, documentation of data collection called document recording forms, notes or documents available, and documents in the form of photographs. The subject who provides the researcher with data in the form of information is the subject of the research informant method (Rukajat, 2018). In this study, the researcher selected Key Informants and Informants based on their perceived familiarity with the research problem using a technique known as purpose sampling. This study was conducted at the Class 1 TPI Immigration Office in Banda Aceh.

3. RESULT AND DISCUSSION

Overall, M Passports at the Immigration Office class 1 TPI Banda Aceh currently provide good benefits in service, passport queues using M Passports save more time, queuing services are more consistent, and the availability of complete facilities and infrastructure makes those who care for passports feel uneasy. bored. As a result of the employees' friendliness when providing services, customers are happy and satisfied. This demonstrates that the M Passport application provides regularity for passport applicants who want to make new passports and extend their passports, allowing them to come to the 1st class immigration office of TPI Banda Aceh according to the selected schedule and be served according to the queue number listed. Indicators of achieving goals in the context of implementing M Passport have gone well at the immigration office class 1 TPI Banda Aceh, and the community feels satisfied and at ease with the services provided.

The simplicity of the service flow enabled by information technology makes it easier for the public to obtain passport-making services, and the services provided are clearer and less complicated. The services provided by the first class immigration office of TPI Banda Aceh can be easily comprehended by the public. The queues are managed so that the community receives satisfactory service. The class 1 immigration office of TPI Banda Aceh is committed to providing high-quality services and making it simpler for individuals to obtain passports. With the m Passport, people feel that the service time is faster in terms of time certainty. Prior to the implementation of the M Passport, the public had to wait for a long time at the Immigration Office Class 1 TPI Banda Aceh to receive a queue number. With the M Passport, the public was able to attend the office according to the chosen schedule without having to wait in line again.

Service providers are required to disseminate all public information in printed or electronic format. By displaying service information, the public will no longer inquire about services, allowing event organizers to more efficiently provide quality services. This socialization must be precise so that the public receives accurate information about the program being implemented and the M Passport application can run efficiently.

Although the socialization has taken place, there are still those who are unfamiliar with the M Passport. And in this instance, the Immigration Office Class 1 TPI Banda Aceh continues to spread awareness about this M Passport. The Immigration Office provides a

tool to assist those without Android smartphones in registering in line online using M Passport. For integration indicators in the context of implementing M Passport, it has gone well at the Class 1 Immigration Office of TPI Banda Aceh; socialization has been conducted via Instagram, Facebook, Twitter, and the Website of the Class 1 Immigration Office of TPI Banda Aceh; not only that, but socialization is also held face-to-face through events organized by the Immigration Office Class 1 TPI Banda Aceh, as well as by distributing brochures to the public.

It is said that a service activity is efficient if it provides quality service products without requiring bribes, intermediaries, or contributions from the community in exchange for quick and easy service. The requirements for a good public service are contingent on the appropriateness of the costs incurred by the community to acquire service goods. In this scenario, the community will receive transparent and effective services, eliminating the need for middlemen. The Immigration Office Class 1 TPI Banda Aceh is issuing an increasing number of innovations to ensure that individuals feel prioritized and that there is no void for brokers. It can be seen that if a program benefits the people who use it, the output produced will be of high quality; consequently, the queuing system using M Passport is necessary to prevent service fraud.

Differences in the application of manual queuing using the application of M Passport at Banda Aceh's Immigration Office Class 1 TPI. The use of this manual queue number is ineffective and inefficient, as the number of visitors is surging. People who want to obtain passports must arrive at the office early in order to be served quickly. However, due to the high demand for passports, the number of people who can be served per day cannot be controlled. In the meantime, the service has improved since the introduction of the M Passport, and travelers are now able to adjust their arrival times. Additionally, people do not need to arrive early in the morning to wait in line, regardless of where and when this M Passport can be accessed. With the M Passport, lines become consistent and convenient for the general public and passport applicants.

Today's service is characterized by its straightforwardness (Muardi et al., 2022). There are differences in the registration flow, namely, the applicant does not need to return to the office to register and does not need to go back and forth to the office. There is also a difference in time, where the public or applicant who wants to register is given certainty of time because the applicant is given the convenience of registering via M Passport. Due to the simplification of existing services, the implementation of M Passport can reduce community time and costs. With the M Passport, it is hoped that services will be provided without long lines, so that they can be provided quickly, cheaply, and efficiently. M Papsor is implemented to allow access to the service queue at the Immigration Office Class 1 TPI Banda Aceh, as well as to improve services and move community services in a better direction than previously.

The inhibiting factor for the M Passport application at the Immigration Office Class 1 TPI Banda Aceh is the network, and on occasion a M Passport error. However, whenever a network issue arises, the Immigration Office Class 1 TPI Banda Aceh responds swiftly by informing the Directorate and the public of the issue and ensuring that it can be resolved quickly. In order for the application to be usable. The presence of inhibiting factors can serve as a separate impetus for each organization, particularly for quality-enhancing service improvement initiatives. The M Passport application process at the Immigration Office Class

1 TPI Banda Aceh is effective and efficient, but it is true that the community or applicants frequently encounter obstacles. Using M Passport is restricted by the following:
1) Network Difficulty and Application Error
2) M Passport that is not widely known by the public
3) M Passport registration that can't be done through the Website

4. CONCLUSION

4.1. Conclusion

According to the results of this study as well as the analysis that the researchers conducted at the Immigration Office Class 1 TPI Banda Aceh regarding Service Quality in Applications for Making Passports Using M Passports, the conclusions of the researchers are as follows:
1) From the results of the researcher's analysis Overall, M Passports at the Immigration Office Class 1 TPI Banda Aceh currently provide good benefits in service, queuing passports using M Passport saves time, queuing services are more regular.
2) The simplicity of the service flow using information technology makes it easier for people to get passport-making services and the services provided are clearer and less complicated, while after the M Passport the service is better.
3) The researchers found the inhibiting factors for the application of M Passport at the Immigration Office Class 1 TPI Banda Aceh, the inhibiting factor of the application of M Passport was the network, and sometimes M Passport errors.

4.2. Suggestion

It is hoped that in the future the Immigration Office Class 1 TPI Banda Aceh will pay attention to and evaluate the performance of employees in terms of serving the community. Because good service will increase and meet community satisfaction. In addition, the Class 1 Immigration Office of TPI Banda Aceh is further improving the M Passport application system to make it easier for the public to access it.

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