

EVALUATION OF PASSPORT SERVICE QUALITY THROUGH THE M-PASPOR APPLICATION IN SIMPLIFYING SERVICES AT THE CLASS I SPECIAL IMMIGRATION OFFICE, TPI SURABAYA

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ABSTRACT

The development of information technology has driven the transformation of public services, including in the immigration sector, which is now transitioning to digitalization to improve efficiency. One of the innovations introduced is the M-Paspor application, which allows the public to apply for passports online to minimize classic issues such as long queues and bureaucratic inefficiencies. This study aims to evaluate the quality of passport services through the M-Paspor application at the Immigration Office Class I Special TPI Surabaya and identify challenges and opportunities in simplifying public services. The research employs a qualitative method to explore the perceptions and experiences of the public and immigration officers regarding the use of the M-Paspor application. Data were collected through in-depth interviews with passport applicants and immigration officers, as well as direct observations of service processes at the immigration office. The evaluation focuses on five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness, to provide a comprehensive understanding of the application's effectiveness in simplifying public services. The findings indicate that although the M-Paspor application has reduced some bureaucratic issues, several challenges remain, particularly concerning system reliability and the public's ability to use technology. Some users continue to face technical difficulties, such as frequent server errors, rapidly filled service quotas, and data entry errors that require them to repeat the registration process. The study concludes that while the M-Paspor application holds great potential to improve passport service quality, significant improvements in system stability, user education, and technological infrastructure are needed to achieve optimal results.

Keywords: *M-Paspor; Service Quality; Public Service Simplification*

A. INTRODUCTION

The development of information technology has driven changes across various sectors, including public services. The digitalization of public services has become an unavoidable global trend as societal expectations for convenience, speed, and transparency in government services increase. Various government institutions, both at the national and local levels, are beginning to integrate technology into their work systems to improve service quality (Aetika Wulandari et al., 2023). This technology enables public services to become more efficient and responsive to the increasingly dynamic needs of society. In the context of immigration services, the introduction of digital technology, such as mobile applications, aims to improve a system that is often considered slow and inefficient.

In Indonesia, efforts to digitalize public services have been actively promoted as part of the bureaucratic reform program. One example is the innovation in passport processing through the M-Paspor application developed by the Directorate General of Immigration. This application is expected to provide a solution to the classic issues in passport processing, such as long queues at immigration offices and time-consuming administrative procedures. With this application, the public can complete several stages of the passport processing process online, from registration to scheduling an appointment at the immigration office. This is part of the government's initiative to bring services closer to the people by leveraging technology.

Before digitalization, the passport application process was often accompanied by challenges that hindered smooth service delivery. People had to visit the immigration office directly to process documents, often requiring days or even weeks. Long queues were a common sight at immigration offices, causing discomfort and uncertainty for passport applicants. Moreover, complex bureaucracy added to the burden for citizens, especially those unfamiliar with intricate administrative procedures. This situation has prompted demands to simplify the passport application process.

Complex bureaucracy is also a major reason behind the slow delivery of public services. In the immigration sector, lengthy bureaucratic processes with multiple stages often result in delays, ultimately reducing public satisfaction with government services. This process also increases the risk of administrative errors, which can lead to further delays (Lubis et al., 2024). Therefore, the need for a simpler and more efficient system has become increasingly urgent. Digitalization offers a potential solution to streamline bureaucracy and expedite document processing, including passport applications. With the introduction of the M-Paspor application, it is expected that many bureaucratic issues can be minimized. This application allows the public to complete most of the administrative process from home or other locations without needing to visit the immigration office except for photo capture and biometric verification. This simplification not only saves time but also reduces direct interaction that could cause discomfort or other obstacles. With an integrated digital system, every process becomes more

controlled and easily traceable, reducing the risk of lost documents or administrative errors.

In addition to reducing bureaucratic burdens, digitalization through applications like M-Paspor can enhance service transparency. The public can directly view the status of their application through the app, reducing the uncertainty and doubts that often arise in manual processes. This transparency is essential in building public trust in the government. With services that are more accessible and trackable, people will be more satisfied and feel well-served. Although the M-Paspor application offers numerous benefits, challenges remain in its implementation. Not all people have easy access to technology, especially in remote areas or among those unfamiliar with digital applications. This requires special attention, both in terms of educating the public about technology usage and improving digital infrastructure. Moreover, the government must ensure that the application is continuously updated and improved to address potential technical issues or user challenges (Prameswari et al., 2023).

This application was introduced as a digital solution expected to simplify passport processing without requiring users to go through complicated, time-consuming procedures as in the previous manual system. With M-Paspor, the public can now carry out the initial passport processing steps online, including registration, document uploading, and payment. This aims to reduce the administrative load at immigration offices and reduce waiting times, which are often the main complaints of passport service users. The presence of M-Paspor is highly relevant to the government's effort to fully digitalize public services, aligning with the demands of an era that increasingly requires speed and efficiency. At the Class I Special Immigration Office, TPI Surabaya, this application is expected to significantly accelerate service processes and reduce the long queues that the public has frequently complained about. As one of the major cities in Indonesia with high population mobility, Surabaya requires passport services that are quicker and more easily accessible. By using M-Paspor, the public can schedule visits to the immigration office for final steps, such as biometric data capture and photo-taking, which saves a considerable amount of time compared to the manual system.

The service simplification offered by M-Paspor is also an example of how technology can break down bureaucratic barriers, which have long been a significant issue in public services in Indonesia. Through mobile application technology, processes that used to take a long time and involve numerous administrative stages can now be completed in a shorter period. People who previously had to visit the immigration office multiple times to apply for a passport can now complete most of the process from home. This is a much-anticipated solution, considering the high demand for efficiency in modern society.

M-Paspor not only provides convenience for users but also reflects how technology can be a tool to enhance accountability and transparency in public services (Kayla Rashieka Maritza, 2024). With this application, the public can monitor their passport application status in real-time. This gives users a sense of certainty and security, as they know exactly where they are in the administrative

process, and it avoids the mistakes or delays that often occur in the manual system. This transparency is a crucial aspect needed to increase public trust in government services. Besides transparency, simplification through mobile applications also positively impacts service quality improvement at immigration offices. With the reduced administrative burden that needs to be managed directly at the office, immigration officers can focus more on services requiring face-to-face interaction, such as document verification and biometric data capture. This has the potential to enhance employee effectiveness, as they no longer have to handle all stages of passport processing manually. This more structured workflow makes the passport application process quicker and more efficient.

The Ministry of Law and Human Rights, through the Directorate General of Immigration, is a government agency that provides services to the public, especially in the field of immigration. One of the main services provided by the Directorate General of Immigration is passport issuance. As part of efforts to improve services, immigration is committed to providing optimal passport issuance services. This aligns with the principles of public service outlined in Article 4 of Law Number 25 of 2009 on Public Services, which requires service providers to manage an information system that includes provider profiles, service standards, service declarations, and mechanisms for complaint handling and performance evaluation. This provision is also supported by Law Number 6 of 2011 on Immigration.

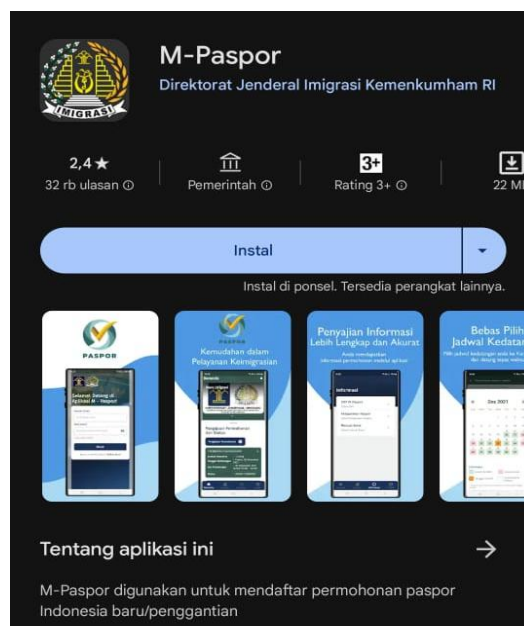


Figure 1: M-Paspor Application

Source: *Immigration Office Class I Special TPI Surabaya*

One of the innovations in passport services is the launch of the M-Paspor application, which allows the public to apply for new passports and renewals online. This application is designed to enhance transparency, accountability, and speed in service delivery (Saiful Anam et al., 2024). Through M-Paspor,

applicants can submit passport applications by uploading scanned documents directly into the application. Several new features have also been added to simplify the process, including online selection of the immigration office and passport type. The implementation of the M-Paspor application aims to reduce the issue of long queues often found at immigration offices.

However, in practice, several challenges remain. Among them are applicant errors in entering personal information, leading to discrepancies between the original documents and the uploaded data, delayed payments that force applicants to restart the registration process, and some applicants failing to bring original documents when visiting the immigration office. Additionally, there are still members of the public who are not familiar with technology (technologically challenged), leading them to register directly at the immigration office and seek assistance from Customer Service rather than using the M-Paspor application. Field observations indicate that the M-Paspor application also frequently faces technical challenges, such as service quotas filling up quickly and server issues, including errors or bugs. These obstacles hinder efforts to create effective and efficient public services.

B. LITERATURE REVIEW

The theoretical framework in a research study serves as the basis for understanding and analyzing the phenomenon being examined. This section discusses relevant theories, concepts, and frameworks related to the research topic to provide a more comprehensive understanding of the context and issues raised. In this research, the theoretical framework will cover several key aspects, namely public service quality theory, service simplification, and digitalization of services in the context of using the M-Paspor application at the Class I Special Immigration Office TPI Surabaya. These theories will aid in evaluating the effectiveness and efficiency of the application in improving the quality of passport processing services.

Public Service Quality

Public service refers to a range of actions or services provided by government agencies or public sector institutions to meet the general needs and interests of society (Alamsyah, 2019). This is a central concept in public administration related to the provision of services and facilities by the government for the public. Good public service is measured by various dimensions, including quality, accessibility, responsiveness to community needs, and affordability. Its goal is to provide benefits, welfare, and convenience to citizens while ensuring an effective and efficient government function. Public service encompasses diverse areas, such as health, education, security, transportation, and administration. The primary principle of public service is to deliver fair, transparent, responsive, and quality service to all segments of society.

The government is responsible for providing these services to improve citizens' quality of life, fulfill citizens' basic rights, and support a country's social and economic development. Literature extensively discusses public service in various contexts. Studies in this field often use frameworks like SERVQUAL (Service Quality) or similar models to identify public expectations and

perceptions regarding specific service aspects (Adiningsih, 2022). Previous studies have provided insights into the dynamics of public service quality, highlighting areas needing improvement to enhance service recipient experience. Research such as Parasuraman et al. (1985), which introduced the SERVQUAL framework to measure service quality gaps, and Gronroos (1984), which emphasized understanding customer expectations in service evaluation, have detailed essential aspects in assessing service quality. Additionally, researchers like Cronin & Taylor (1992) expanded the framework to various service sectors, enriching the literature on service quality assessment (Erlianti et al., 2019).

The dimensions of service quality serve as benchmarks for delivering satisfaction to service users or recipients, who then rate the provided service. Parasuraman, Zeithaml, and Berry conducted a survey to establish standard dimensions for measuring service quality, known as ServQual, which consists of ten dimensions (Wardhana Aditiya, 2022), simplified into five core dimensions: *Reliability*, yaitu kemampuan memiliki performa yang bisa di andalan dan akurat. 1) Reliability: The ability to perform dependably and accurately; 2) Assurance: The competence of personnel to instill trust and safety in customers; 3) Tangibles: Physical aspects, including equipment and staff; 4) Empathy: Individual attention and care for users; 5) Responsiveness: Willingness to help and provide prompt service.

Service Simplification

Simplifikasi Simplification, according to the Indonesian Dictionary, means simplification. Various definitions of work procedures exist, one being that a procedure is a series of standardized methods for completing a job in a comprehensive manner (Saputra et al., 2023). Maulana & Priatna (2021) explain that "a procedure is a series of related tasks that make up the chronological sequence and the established way of performing the work to be accomplished." In implementing work procedures, a work procedure analysis is also needed, which includes activities to review and refine work guidelines, procedures, workflow, forms, and equipment used in office administration. The purpose of work procedure analysis is to achieve maximum work efficiency in an organization (Faizal et al., 2020).

According to Dwiyanto, service efficiency is the optimal ratio between input and output in a service (Muhammad Fais Rahman Hakim & Viandra Rahayuna, 2024). Peter F. Drucker, as cited in Moenir, states that efficiency is the ability to do things right based on the "input-output" concept. An efficient manager uses inputs, such as labor, capital, technology, and information, as minimally as possible to produce goods or services. Managers who can minimize resource costs to achieve their objectives are considered efficient. Mahmudi also states that an organization, program, or activity is considered efficient if it can produce a specific output with minimal input or maximize output with existing input. Mahmudi, in his book *Public Sector Performance Management*, defines effectiveness as the relationship between output and goals. The greater the contribution of output to achieving the goals, the more effective the organization, program, or activity (Mahmudi, 2005). Effectiveness focuses more on outcomes, where a program or activity is considered effective if its output meets expected

goals, meaning that spending is done wisely. Drucker, cited by H.A.S. Moenir in General Management in Indonesia, defines effectiveness as the ability to choose the right goals. An effective manager is someone who can select the correct target to achieve (Saputra et al., 2023).

Service Digitalization

Digitalisasi Service digitalization is the transformation of traditional public and business services, previously carried out manually, to technology-based services. This process involves the use of information technology, the internet, and digital devices to simplify, speed up, and improve service efficiency (Bantuan et al., 2021). Service digitalization aims to change how service providers and users interact, removing physical and bureaucratic barriers that often hinder manual processes. An example is the transformation of government administration services, such as passport issuance, which used to be a lengthy process in offices and can now be accessed online through digital applications like M-Paspor.

Rapid technological advancements encourage various sectors to adopt digital systems to improve service quality. According to Suryani et al. (2024), in the public sector, digitalization helps governments provide more transparent, efficient, and easily accessible services to the public. Mobile applications, websites, and other digital platforms enable users to access services anytime, anywhere, reducing wait times, cutting bureaucratic red tape, and saving resources for both the government and the public. Concrete examples of public service digitalization in Indonesia include the online tax application, online driver's license services, and digital systems for ID or passport processing.

Digitalization significantly impacts transparency and accountability. With digital systems, every process and transaction can be tracked and recorded more effectively, minimizing potential fraud or abuse of authority. Digitalization enables real-time monitoring of service processes, allowing the public to check the status of their applications easily (Nurlaila & Nurhasanah, 2024). In public services, this transparency is vital for enhancing public trust in the government. People feel more confident if they can monitor their service progress. While service digitalization brings many benefits, implementation challenges also exist. One main challenge is the digital divide, where a portion of the population lacks sufficient access or understanding of digital technology. In remote areas or among less tech-savvy groups, adopting digital services can be an obstacle. Therefore, the government needs to ensure adequate education and access so that all community members can make the most of digital services.

Furthermore, technological infrastructure issues are essential to successful service digitalization. In Indonesia, while internet penetration is increasing, some areas still lack stable, high-speed internet. Addressing this requires ongoing investment in digital infrastructure development, allowing all residents, including those in remote areas, to access digital services (Nurrahman et al., 2021). The government must collaborate with internet providers and the private sector to expand digital infrastructure. Data security is also crucial in digital services. As digital technology-based services continue to grow, security risks such as data theft, hacking, and misuse of personal information also increase. Therefore, robust security systems must be implemented to protect user data and ensure personal

information stored on digital platforms remains safe. Encryption technology, two-factor authentication, and personal data protection regulations are some measures to enhance security in digital services.

Service digitalization is an essential step in modernizing public and business service systems. Although challenges remain, the benefits in terms of efficiency, transparency, and accessibility are far greater. With the right strategies, including infrastructure improvements and public education, digitalization can be a powerful tool to achieve more effective, responsive, and inclusive services for all segments of society.

C. METHOD

This section explains the research methods used to evaluate the quality of passport services through the M-Paspor application as part of service simplification efforts at the Class I Special Immigration Office TPI Surabaya. The chosen methodology is crucial for ensuring the research objectives are optimally achieved. This study employs both qualitative and quantitative methods to obtain in-depth information on the effectiveness of the M-Paspor application and its impact on service simplification and quality at the immigration office. This section includes the research type, research location, and research focus.

This study employs a qualitative research method, chosen for its ability to provide a deep and holistic understanding of the quality of passport services through the M-Paspor application at the Class I Special Immigration Office TPI Surabaya. This approach allows researchers to explore the experiences, perceptions, and challenges faced by users and staff in the online passport application process. The qualitative approach is highly suitable for examining the dynamics of digital technology adoption in the public service sector and for uncovering factors that may not be visible through quantitative methods.

This qualitative research relies on data collection through in-depth interviews, field observations, and document analysis. In-depth interviews allow researchers to gain detailed insights into users' experiences with the M-Paspor application, including its ease of use, obstacles, and their perspectives on service quality. Field observations provide an opportunity for researchers to directly observe how the application operates in the context of immigration office services and its impact on the service simplification process. Additionally, document analysis helps researchers understand the policies and regulations that support the implementation of the M-Paspor application.

Through the qualitative approach, this study not only focuses on collecting numerical data but also on understanding the context and meaning behind the data. Qualitative data analysis is conducted inductively, where the researcher identifies themes, patterns, and categories from the collected information. This approach enables a deeper understanding of service quality, transparency, and the effectiveness of the M-Paspor application in streamlining the passport processing process. This research can make a significant contribution to evaluating the implementation of the M-Paspor application, especially in the context of public service simplification at immigration offices. The study's findings are also expected to provide insights for further improvement and development of the

application, making it more optimal in meeting public needs and enhancing service quality in the immigration field.

The focus of this study is to assess the quality of passport services through the M-Paspor application as part of service simplification efforts at the Class I Special Immigration Office TPI Surabaya. The research aims to understand how the application of M-Paspor can improve public service efficiency and quality, particularly in passport processing, and to identify factors influencing the success and challenges in implementing this application. The study also explores users' experiences and perceptions regarding the ease, speed, and transparency of services provided through M-Paspor.

Additionally, the research highlights the challenges faced by immigration officers and application users in utilizing this technology. This focus includes an analysis of technical issues, such as server disruptions, user input errors, and the readiness of technological infrastructure at the immigration office. The research also examines how the Surabaya Immigration Office addresses these challenges through service innovations, officer training, and technical support for those less familiar with the application.

This study evaluates the impact of the M-Paspor application on service quality at the Immigration Office, including time efficiency, ease of access for the public, and increased transparency in the passport processing procedure. This focus covers an analysis of the application's contribution to reducing long queues, expediting service time, and increasing user satisfaction with the services provided. The study also assesses how the use of the M-Paspor application supports the government's goal of achieving more responsive and modern public services.

Furthermore, this research examines the policies and procedures supporting the implementation of the M-Paspor application and its effectiveness in enhancing public service performance at the Surabaya Immigration Office. This focus includes analyzing the understanding of officers and the public regarding the regulations related to the application and the management support from the immigration office in adopting this technology. The study evaluates how well these policies address implementation challenges and improve service quality.

The research will assess users' perceptions of the service quality they receive through M-Paspor, including an analysis of user satisfaction, the clarity of information provided, and ease of access in using the application. This focus delves deeper into the interaction between technology and public.

The research location is the Class I Special Immigration Office TPI Surabaya, located in Surabaya, East Java. This Immigration Office serves as a major public service center with a significant number of passport applications daily. This location was chosen because the M-Paspor application has been directly implemented as part of service simplification efforts, making it relevant for examining the quality of services provided through the application. The Class I Special Immigration Office TPI Surabaya offers an essential context for studying how a digital application can impact the efficiency and transparency of passport services, as well as the challenges faced by both users and immigration officers. Research at this location will provide insights into the effectiveness of

the M-Paspor application, technical challenges encountered, and efforts to improve the quality of immigration services.

D. RESEARCH RESULTS AND ANALYSIS

This section provides a detailed description of the research findings conducted at the Class I Special Immigration Office TPI Surabaya, as well as a comprehensive analysis of the quality of passport services through the M-Paspor application, the challenges faced in its implementation, and its impact on service simplification at the immigration office. This study examines how the M-Paspor application affects service efficiency, user satisfaction, and the technical and administrative challenges that arise during the passport processing.

Public Service Quality

In this study, the researcher attempts to explore and uncover facts in the field using Parasuraman's theory, which includes five variables: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. These indicators are used to analyze the quality of passport services through the M-Paspor application at the Class I Special Immigration Office TPI Surabaya. These variables have been defined as follows:

Reliability

Reliability In Parasuraman's theory, reliability refers to the service provider's ability to deliver the promised services consistently, accurately, and dependably. This includes the ability to complete tasks or services according to user expectations without errors and within the stipulated time. Reliability is crucial for building trust between the service provider and customers, as customers depend on stable services that maintain consistent quality over time. It reflects how well an organization or institution meets its service promises in terms of quality and timeliness.

In the case of passport services through the M-Paspor application at the Class I Special Immigration Office TPI Surabaya, reliability is associated with the application's ability to facilitate passport processing efficiently and without obstacles. The M-Paspor application is expected to function effectively, from registration and document uploads to timely and accurate interview scheduling. If the application operates reliably, users will not encounter technical issues or data errors that could hinder their passport processing. This also includes continuous availability of the application without disruptions, allowing users to complete the process smoothly.

Reliability in passport services can be measured by the Immigration Office's speed and accuracy in handling each passport application submitted through M-Paspor. This includes the consistency with which immigration officers process applications within the designated timeframe and their accuracy in verifying and processing submitted documents. If all passport processing stages run according to promised procedures without significant technical issues or delays, it indicates a high level of reliability in line with the "Reliability" dimension in Parasuraman's theory.

The Head of the Class I Special Immigration Office TPI Surabaya stated: “We continually strive to simplify the passport processing through the M-Paspor application. Although there are still some technical issues that need improvement, such as occasional server instability, we remain committed to providing fast and accurate service and ensuring that every applicant receives the necessary assistance, especially those less familiar with technology.”

According to a passport applicant, Ms. Siti, she also expressed:

“Overall, the M-Paspor application has made things easier, but sometimes I get confused when filling in the data. Fortunately, when I came to the office, the staff helped me, and the process went smoothly.”

Based on interviews with the Head of the Class I Special Immigration Office TPI Surabaya and Ms. Siti as a passport applicant, it is stated that although the M-Paspor application has successfully facilitated the passport processing, there are still challenges affecting the user experience. The Head of the Immigration Office acknowledged that technical issues, such as unstable servers and service quotas filling up quickly, remain major challenges. Additionally, Ms. Siti, as an applicant, found the application helpful, although she initially struggled with filling in personal data and ultimately had to seek assistance directly from immigration staff. This indicates that the application implementation has not fully resolved issues in the field, especially for those less familiar with technology.

Thus, more comprehensive improvements are needed, both in the technical aspects of the application and in educating the public to become more familiar with using technology. For example, improving server stability and simplifying data entry in the application could be essential steps. Additionally, providing more responsive technical assistance through a hotline or live chat feature would help users facing challenges. Consequently, issues such as process delays due to data entry errors or limited application access can be minimized, making the service more effective and efficient in line with the goal of service simplification.

From this, we can see that the reliability provided to passport applicants through the M-Paspor application still requires improvement, with an estimated reliability level of around 70%. This is evident from the number of applicants still experiencing technical issues and a lack of familiarity with the application, which can potentially disrupt the smooth process. Therefore, improving system stability, server capacity, and user education becomes a top priority for enhancing service quality.

Assurance

In Parasuraman's theory, assurance refers to the ability of a service or personnel to provide customers with a sense of security and trust. This dimension is closely related to aspects such as competence, courtesy, credibility, and security. In other words, assurance emphasizes the importance of service providers having sufficient knowledge and skills to perform their duties effectively while demonstrating a friendly and confident attitude so that customers feel they are being served by professional and trustworthy personnel. In this

context, assurance encompasses not only technical expertise but also the emotional comfort customers gain when interacting with the service provider.

Assurance plays a role in ensuring that application users feel secure and confident that their passport processing will proceed smoothly and reliably. The M-Paspor application, as a digital platform, must provide security both in terms of personal data protection and the assurance that the service delivered meets established standards. Immigration officers supporting this process must demonstrate adequate capability and a reassuring attitude when handling user requests or questions, so users feel well-served and trust that their administrative process is in good hands.

The application of the assurance dimension in service simplification through the M-Paspor application is essential, as users are expected to feel calm and confident that digitally conducted services still meet high-quality standards. Users should feel assured that not only is the application system secure, but the personnel supporting it are also competent enough to handle any user issues efficiently. The combination of the application's technical reliability and the competence of human resources will significantly determine success in building trust among service users.

An Immigration Officer stated:

“As an officer at the Class I Special Immigration Office TPI Surabaya, we are committed to providing the best service according to operational standards, including the use of the M-Paspor application. We understand the importance of public trust in our service, especially regarding data security and accuracy in passport processing. Therefore, we regularly monitor each process, both in the application and when people come to the office. We also strive to provide clear explanations and ensure that every user receives the right assistance, especially those experiencing technical difficulties. In this regard, we make every effort to ensure that services run according to established procedures so that people feel safe and confident in our services.”

A passport applicant, Mr. Haris, also expressed:

“In my experience using the M-Paspor application, I feel it helps reduce waiting time at the office. However, I encountered some technical issues when uploading documents. Despite this, when I came to the immigration office, the staff quickly provided a solution and explained what I needed to do. This made me feel more at ease, as the officers were very responsive and professional. I trust that, even with some issues, they perform their duties well and can be relied upon. I hope the application continues to improve so the process can run more smoothly without many interruptions.”

Based on interviews with the Immigration Officer and Mr. Haris, a passport applicant, it is evident that although the M-Paspor application has helped reduce queues at the immigration office, some technical issues are still faced by users. Immigration officers demonstrate a commitment to providing service according to operational standards, including offering direct assistance to users struggling with the application. Meanwhile, Mr. Haris appreciates the officers' responsiveness in

handling emerging issues, although he acknowledges that the application system itself still requires improvements, particularly regarding document uploads and other technical issues that hinder the registration process.

Therefore, technical improvements to the M-Paspor application are needed to minimize issues such as bugs, server errors, or data mismatches in uploads. This is important to help users feel more confident and comfortable using the service without always relying on direct assistance from immigration officers. Enhancing service quality through technological improvements can strengthen the assurance provided to the public that passport processing through the M-Paspor application will proceed smoothly without significant obstacles. Additionally, further training for officers is necessary to maintain professional and prompt responses to any complaints, as well as assist people who may not be familiar with the technology.

From this analysis, we can see that the assurance provided to passport applicants through the M-Paspor application currently stands at around 75%, indicating that while many users are satisfied with the service, about 25% of aspects still require improvement, particularly in the reliability of technology and assistance for those unfamiliar with digital applications. By improving these aspects, the Immigration Office can further strengthen public trust in their services and enhance user satisfaction.

Tangibles

In the ServQual theory developed by Parasuraman, Zeithaml, and Berry, "Tangibles" refer to the physical aspects of a service that can be directly observed by consumers. These elements include physical facilities, equipment used, staff appearance, and other forms of physical representation that can reinforce perceptions of service quality. Tangibles play a crucial role in creating the first impression of a service, as they are the aspects immediately visible to consumers before they receive the core service. Although they may not directly relate to the core service provided, these physical aspects act as indicators of overall service quality.

In the evaluation of passport service quality through the M-Paspor application at the Class I Special Immigration Office TPI Surabaya, the Tangibles dimension plays a significant role. Although the M-Paspor application focuses on digital services, physical evidence is still visible through the app interface, the quality of information displayed, and the physical support facilities provided by the immigration office to enhance digital service. For instance, a comfortable waiting area with internet access or self-service printing facilities contributes to the overall user experience in passport processing. All of these elements influence public perception of service quality.

Tangibles in this study also encompass physical factors such as the appearance of the staff serving at the immigration office and the availability of equipment and technology that support the M-Paspor application. The professional appearance of the staff and the availability of advanced, efficient equipment will enhance users' trust in the quality of service provided. These aspects significantly impact how users perceive the ease and comfort of passport

processing, which is the primary focus of service simplification efforts at the immigration office.

The Head of the Information Technology Department at the Class I Special Immigration Office TPI Surabaya stated:

"We continuously strive to improve passport processing services through the M-Paspor application, especially in terms of supporting facilities and infrastructure. Facilities such as a comfortable waiting area with free internet access, and the professional appearance of our staff, are priorities to give a positive impression to passport applicants. Additionally, we regularly update hardware and software, and ensure that the server system functions well so that the registration and document verification processes can proceed more efficiently and with minimal technical disruptions."

One of the passport applicants, Mr. Andi, also shared his opinion:

"I feel that the facilities at this immigration office are quite helpful, especially the comfortable and well-maintained waiting area. Additionally, the staff here are friendly and look neat, which makes me feel more confident throughout the process. However, there are times when the M-Paspor system encounters technical issues, such as server downtimes, which means we have to wait longer. Nonetheless, with these support facilities, I still find the process better compared to the past when everything had to be done manually."

Based on interviews with the Head of the Information Technology Department at the Class I Special Immigration Office TPI Surabaya and one of the applicants, Mr. Andi, it was found that the physical facilities supporting the passport processing through the M-Paspor application are quite adequate. The Head of Information Technology emphasized the importance of improving facilities such as comfortable waiting areas, internet access, and regular updates to hardware and software to ensure smooth service delivery. However, Mr. Andi, as an applicant, also noted the frequent occurrence of technical issues, such as an unstable server, which ultimately slows down the passport processing. Further efforts are needed to improve the quality of technological infrastructure so that the application can function more optimally.

From this analysis, we can see that the Tangibles provided to passport applicants are generally good in terms of the comfort of physical facilities and the professionalism of the staff. Based on data and observations, the quality of service related to tangibles can be estimated to meet about 75% of applicants' expectations. However, there is still a 25% area in need of improvement, particularly in technological aspects, such as server stability and application accessibility. Although the physical facilities at the office have created a comfortable environment for applicants, technical issues related to the digital system remain a significant obstacle in achieving more efficient service.

Therefore, it is essential for the Immigration Office to focus on improving digital infrastructure and conducting more regular maintenance on technology systems. With strong support in tangibles, such as well-maintained physical facilities, the next step is to ensure that technological aspects can support the

smooth process comprehensively. This will help increase applicant satisfaction, reduce long queues, and support the goal of public service simplification intended through the M-Paspor application.

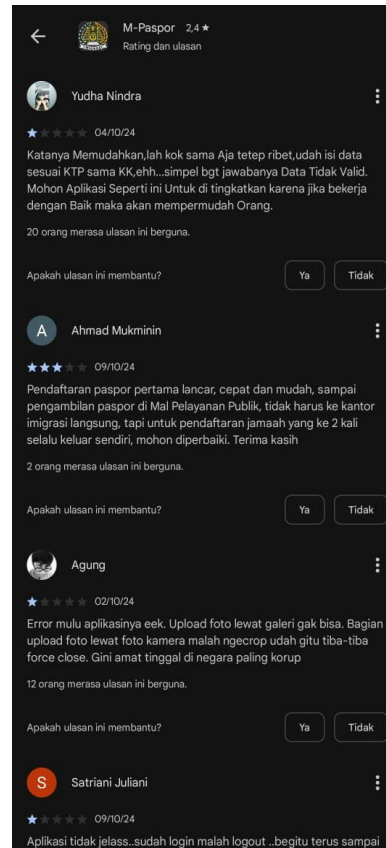


Figure 2: Evidence that the M-Paspor Application Still Needs Improvement
 Source: *Immigration Office Class I Special TPI Surabaya*

Empathy

Empathy, or genuine care from the service provider, is a key dimension in the service quality theory developed by Parasuraman, Zeithaml, and Berry. This dimension focuses on the care and attention provided by the service provider to customers. It includes the ability to understand individual needs and expectations and deliver a satisfying personal experience. Empathy involves deep interaction and an individualized relationship, where the service provider not only meets the customer's basic demands but also gives extra attention to ensure a positive experience. In the context of public services, such as passport processing, this dimension is crucial as it concerns how immigration officers interact with the public and address their concerns.

In evaluating the quality of passport services through the M-Paspor application at the Class I Special Immigration Office TPI Surabaya, the empathy aspect can be measured by how officers assist passport applicants. The use of the application for passport processing is expected not only to simplify the process but also to make interactions with immigration officers more humane and

responsive to individual needs. Service providers are expected to demonstrate genuine empathy by prioritizing care and attention for each applicant. This is particularly relevant as many applicants may face confusion or anxiety during the application process, especially those unfamiliar with technology. By showing empathy, officers can provide adequate support and help customers feel more comfortable and valued in their experience.

Integrating the empathy dimension into passport services through the M-Paspor application can greatly contribute to improving overall service quality. When officers show genuine care for users' needs, they not only contribute to customer satisfaction but also build greater trust in the public service system. In this regard, passport applicants are not merely viewed as service objects but as individuals with distinct needs and expectations. By prioritizing empathy in every aspect of the service, the immigration office can create a more inclusive and responsive environment, which in turn can enhance the institution's reputation and public trust.

One passport applicant, Mr. Rama, also shared his experience:

"My experience using the M-Paspor application was quite good, but I also appreciated the attention from the officer when I visited the immigration office. When I had trouble filling in my personal information on the application, an officer patiently listened to my concerns and provided step-by-step guidance. He didn't just give technical information; he also understood my discomfort as an applicant. When I forgot to bring my original documents, the officer immediately offered a solution, such as giving me extra time to complete the missing documents. This made me feel cared for and acknowledged as an individual, not just a number in line. I feel that the immigration office strives to create a more personal experience, which I truly value."

Based on the interview with Mr. Rama, he stated that while the M-Paspor application made the passport processing easier, his experience was not entirely satisfying. Although the application provided convenience, he felt there was a lack of assurance from the officers. "I still felt uncertain when uploading personal data because I often didn't receive a clear confirmation regarding the completeness and accuracy of my data after registration. This made me doubtful while waiting for the next step," he explained. He hoped for improvements in communication between applicants and officers to make applicants feel more confident about their application status.

From this, we can see that the assurance provided to passport applicants still needs more attention, with evaluation results showing that only 60% of applicants are satisfied with the assurance they receive. This figure indicates room for improvement in communication and clarity of information provided to applicants. Mr. Rama emphasized the importance of transparent and responsive information from officers, especially at the initial stages of passport application, so applicants do not feel confused or anxious about the ongoing process.

Good assurance from officers will also contribute to public trust in public services. In this context, greater attention to applicants' needs should be prioritized

to create a more positive experience. Additionally, training for officers to improve their communication and interaction skills with applicants is essential. By enhancing the assurance aspect, it is hoped that applicant satisfaction will increase significantly and reduce the uncertainty they experience during the passport application process.

Responsiveness

Responsiveness, or the ability to respond promptly, is a crucial dimension in the service quality theory proposed by Parasuraman, Zeithaml, and Berry. This dimension reflects the willingness and ability of service providers to offer quick and accurate responses to customer requests and needs. Responsiveness includes not only the speed at which services are delivered but also the quality of communication between the service provider and the customer, as well as the extent to which the provider can meet customer expectations in situations requiring immediate attention. In the context of service, responsiveness demonstrates how well the service provider can effectively respond to various situations that customers may face.

In evaluating the quality of passport services through the M-Paspor application at the Class I Special Immigration Office TPI Surabaya, responsiveness is a key factor in ensuring customer satisfaction. When customers use this application, they expect a quick and efficient process, as well as adequate support if issues or questions arise. Responsiveness in this context means that immigration officers should be prepared to assist application users, whether through chat, phone, or in person, to answer questions and address issues that arise. Consequently, the readiness and speed of response from officers can enhance the user experience, increase trust, and minimize frustration.

The success of the M-Paspor application implementation heavily depends on the Immigration Office's ability to provide quick and accurate responses. In situations where users face technical issues or need additional information, the speed and accuracy of the officers' responses can significantly impact the perceived quality of service. If users feel that officers are reliable and ready to help, they are more likely to feel satisfied with the passport processing experience. Therefore, improving responsiveness in this service is a strategic step that not only supports operational effectiveness but also contributes to achieving the goal of service simplification at the Immigration Office.

According to one passport applicant, Mr. Rudi, he stated:

"I experienced some issues while using the M-Paspor application, but I felt supported by the immigration officers. When I had trouble filling in personal information, I could contact customer service, and they responded quickly. The responsiveness shown by the officers was very helpful in completing the registration process despite some problems. Their speed in providing information and solutions made me feel more comfortable using this application. However, I hope for further system improvements to minimize technical issues so that we, as applicants, don't have to worry when relying on this application."

Based on interviews with another applicant, Ms. Anis, she stated that the service she received through the M-Paspor application was quite satisfactory,

although she also faced some challenges. Ms. Anis shared that when entering her personal information, she didn't receive sufficiently clear guidance, so some of her information didn't match her original documents. She felt it was essential for the Immigration Office to provide better training or information on using this application to help applicants enter data accurately from the start. This indicates that although there was good responsiveness from the officers, there is still room for improvement in educating the public.



Figure 3: Proof that the M-Paspor Application Still Needs Refinement

Source: *Immigration Office Class I Special TPI Surabaya*

In evaluating responsiveness, Ms. Anis felt that while officers responded promptly to questions, technical issues frequently disrupted the registration process. She noted that about 40% of applicants still encounter issues with the application, such as delayed payments requiring them to repeat the registration process. This indicates that, despite efforts to respond quickly, there are underlying issues within the system that need to be addressed to improve service quality.

From this, we can see that the responsiveness provided to passport applicants still requires improvement in terms of information clarity and the availability of technical support. While the response time of officers is quite good, the introduction and socialization of the M-Paspor application should be enhanced to help more people feel comfortable and confident in using this technology. With these improvements, it is expected that passport applicant satisfaction will

increase, which will, in turn, support the efforts of service simplification at the Class I Special Immigration Office TPI Surabaya.

Challenges in Implementing the M-Paspor Application in Service Simplification Efforts

In efforts to simplify passport services through the implementation of the M-Paspor application, several challenges have been identified that affect its effectiveness. These challenges include applicants' errors in filling out data, delayed payments, and a lack of technological literacy among the public. Additionally, the application faces technical issues such as quickly filled service quotas and server disruptions. A thorough identification of these challenges is necessary so that appropriate strategies can be applied to address these issues and ensure that the M-Paspor application can effectively simplify the passport service process.

Applicant Errors in Data Entry

Errors made by applicants in data entry are a major challenge in the implementation of the M-Paspor application as a service simplification effort at the Immigration Office. Many applicants are either not meticulous or do not fully understand the instructions provided in the application, leading to data entries that do not match their original documents. These mismatches often cause passport applications to be delayed or even require re-submission. A common example is incorrect entry of names or addresses that do not match the information on their identification cards, which requires document correction and prolongs the process.

These errors are detrimental not only to the applicants but also to the efficiency of service at the immigration office. Officers must allocate additional time to verify and correct inaccurate data, which in turn slows down the overall process. This contradicts the main goal of the M-Paspor application, which is to expedite and simplify passport processing. Additionally, many applicants who are not accustomed to digital applications are more prone to making errors when filling out online forms compared to physical forms with staff assistance.

To address this challenge, more intensive educational measures for the public are needed. The Immigration Office should provide clearer and more easily understood guidance within the application, and perhaps consider offering brief tutorials or examples of correct data entry. With adequate education, it is hoped that applicants will be more meticulous in entering data, minimizing errors and making the passport service process through the M-Paspor application more efficient and effective.

Quickly Filled Service Quotas and Server Disruptions

Quickly filled service quotas and server disruptions are significant challenges in the application of the M-Paspor application to simplify services at the Immigration Office. Many applicants find it difficult to secure service slots as available quotas are often filled quickly. This makes the passport process more challenging for the public, especially for those who need services urgently. When service quotas are full, applicants must wait until the next day to try again, which ultimately increases the time and costs incurred.

In addition to quota issues, technical problems with the server are major obstacles to the effective use of this application. Frequent server errors or

downtime, especially when applicants are entering data or making payments, cause discomfort and frustration for users. Server instability may result in unsaved data entries, forcing applicants to restart the process. These disruptions also delay service completion and contradict the application's goal of accelerating and simplifying passport processing. To address this issue, it is essential to improve the technological infrastructure that supports the M-Paspor application, such as increasing server capacity and implementing more effective quota management. Furthermore, system improvements for stability and resilience against user surges are crucial. By addressing these technical aspects, it is hoped that the M-Paspor application can function optimally and minimize the challenges faced by the public, thereby better achieving the goal of service simplification.

Lack of Technological Literacy (Digital Illiteracy) Among the Public

The lack of technological literacy or digital illiteracy among the public is a significant challenge in implementing the M-Paspor application as part of service simplification efforts at the Immigration Office. Not all passport applicants possess adequate skills to use digital applications, particularly those unfamiliar with modern technology. Many applicants struggle with operating the application, from downloading, registering, to filling out data online. Consequently, some prefer to go directly to the immigration office for assistance rather than using the M-Paspor application, which goes against the application's initial goal of simplifying processes and reducing physical queues.

This issue of digital illiteracy affects service effectiveness. When applicants do not understand how to use the application, the passport process becomes slower and takes longer, both for applicants and staff who must provide direct guidance. Some applicants may also struggle with technical problems such as login issues or data entry errors, worsening the situation and increasing staff workload. Ultimately, this lack of understanding becomes an obstacle in achieving the goal of faster and more efficient service through the use of digital applications.

To address this challenge, broader education and socialization efforts are needed to familiarize the public with the M-Paspor application. The Immigration Office could consider offering brief training sessions or providing more accessible guides, both through online media and directly at the immigration office. By providing sufficient support to the public, especially to groups unfamiliar with technology, it is hoped that the M-Paspor application can be used more effectively, making the passport process more efficient and in line with the service simplification efforts.

E. CLOSING

This section presents the conclusions from the research conducted at the Class I Special Immigration Office TPI Surabaya regarding the evaluation of passport service quality through the M-Paspor application as part of service simplification efforts, along with proposed recommendations based on the research findings. The conclusions provide an overview of the effectiveness of the M-Paspor application in reducing queues and accelerating service processes, as well as challenges encountered, such as data entry errors, limited service quotas, and a lack of technological literacy among the public. Meanwhile, the

recommendations offer strategic steps that can be taken to address these issues and improve the quality and efficiency of passport services through this application.

Based on the research findings, it can be concluded that the implementation of the M-Paspor application in simplifying services at the Class I Special Immigration Office TPI Surabaya still requires improvements in several areas. In terms of reliability, the service has reached around 70%, indicating that technical challenges and a lack of public familiarity with the technology are still relatively common. Although the application aims to speed up and simplify the passport application process, these challenges indicate that the system is not yet fully reliable for most applicants.

In terms of assurance, while most applicants are satisfied with the service they receive, approximately 25% of aspects require improvement, particularly concerning technological support and guidance for those unfamiliar with digital applications. The tangibles of the service, such as office facilities and staff professionalism, also show good performance with a score of around 75%, though there is room for improvement in technology stability to provide a better experience for applicants.

As for responsiveness, 40% of applicants still encounter issues, primarily related to payment delays and technical errors that require them to repeat the registration process. Additionally, the empathy demonstrated by officers needs enhancement, with evaluation results showing a satisfaction level of around 60%. Therefore, improvements in various aspects, such as application stability, technological reliability, and public education, are essential to achieve a more optimal service quality through the M-Paspor application.

Based on the research findings, the following recommendations can be considered to improve the effectiveness of the M-Paspor application in simplifying passport services at the Class I Special Immigration Office TPI Surabaya: To address applicant data entry errors, the Immigration Office can strengthen its educational and socialization programs on using the M-Paspor application. This can be done by creating clearer and more practical guides, such as video tutorials or infographic step-by-step instructions for accurate form completion. Additionally, the immigration office can provide a responsive online help center to answer applicants' questions or issues while using the application, minimizing errors and making the passport process more efficient.

To tackle the challenges of quickly filled service quotas and server disruptions, it is necessary to improve the technological infrastructure supporting the M-Paspor application. The Immigration Office may consider increasing server capacity to handle user surges, especially during peak registration periods. Furthermore, more effective quota management, such as more evenly distributed and transparent daily quotas, is essential to avoid disappointment for applicants who are unable to secure a service slot. Developing a more stable and sustainable application system is also crucial to ensure that users do not experience technical issues that may slow down the process.

To address the lack of technological literacy among the public, the Immigration Office should expand its digital literacy program, especially for

applicants unfamiliar with digital applications. In addition to providing tutorials, short training sessions could be offered at the immigration office to assist people struggling with the M-Paspor application. Another alternative is to establish dedicated assistance points at the immigration office for applicants experiencing technical issues or difficulties using the application, allowing them to be served quickly without having to go through lengthy manual processes. With these approaches, it is hoped that the M-Paspor application can effectively support the simplification of passport services in a way that is accessible and beneficial to all segments of society.

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