ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY IN THE STAY PERMIT SECTION ON THE SATISFACTION OF IMMIGRATION SERVICE USERS AT THE CLASS I IMMIGRATION OFFICE SPECIALLY TPI NGURAH RAI

Tengku Ezy Andika[1], Sugiharto[2], Meilita Tryana Sembiring[3]

[1,2,3]Master of Management program, Postgraduate School, Universitas Sumatera Utara, Medan
[*]Corresponding e-mail: tengkuezyandik@gmail.com, sugiharto@usu.ac.id, meilita_tryana@yahoo.co.id

Abstract

This research aims to find out whether Physical Evidence, Reliability, Responsiveness, Guarantee and Empathy simultaneously and partially influence the satisfaction of Immigration service users at the TPI Ngurah Rai Special Class I Immigration Office. This research uses questionnaire data with a sample size of 100 people using the Slovin formula. Data processing uses SPSS software and this research uses Double Linear. The research results show that the variables physical evidence, reliability, responsiveness and guarantee do not have a significant influence on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office. The empathy variable has a significant influence on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office. Taken together, the variables physical evidence, reliability, responsiveness, assurance and empathy have a significant effect on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.

*Keywords: **Physical Evidence, Reliability, Responsiveness, Assurance, Empathy and Satisfaction***

1. INTRODUCTION

The TPI Ngurah Rai Bali Special Class I Immigration Office is the main gateway for thousands of tourists who come to Bali every year. As a famous tourist destination throughout the world, the charm of the island of Bali attracts the attention of tourists from various parts of the world with its natural beauty, cultural richness and the friendliness of its people. However, behind the glitter of tourism, there are challenges faced by tourists, especially related to the immigration process they have to go through, especially in processing residence permits.

Based on a pre-survey involving 30 respondents, several relevant results were found related to the process of obtaining a residence permit at the Ngurah Rai Immigration Office:

Aspect	Number of Respondents Who Declared
Clear procedures	20 out of 30 respondents felt the procedures were quite clear
Ease of getting information	18 out of 30 respondents thought the information was somewhat easy to obtain
Long processing time	21 out of 30 respondents thought the time needed was too long
Comfort level	22 out of 30 respondents felt uncomfortable during the process
Difficulties/obstacles	28 out of 30 respondents experienced difficulties or obstacles
Satisfaction with service	17 out of 30 respondents were quite satisfied with the service
Meets expectations	23 out of 30 respondents felt the process met their expectations
Improvement suggestions	24 out of 30 respondents proposed improvements in the process

From the pre-survey summary, it appears that the majority of respondents experienced difficulties or obstacles in the process of obtaining a residence permit, felt uncomfortable, and thought the time required was too long. Although there are several respondents who feel the procedures are quite clear, there is still room for improvement in terms of service quality at the Ngurah Rai Immigration Office. This research focuses on service quality as a variable that will be studied further. This was chosen because service quality has a very important role in shaping the perception and satisfaction of immigration service

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY IN THE STAY PERMIT SECTION ON IMMIGRATION SERVICE USER SATISFACTION AT THE SPECIAL CLASS I IMMIGRATION OFFICE TPI NGURAH RAI

Tengku Ezy Andika, Sugiharto, Meilita Tryana Sembiring

users. By understanding and improving the quality of service at the Stay Permit Section of the Immigration Office, it is hoped that it can have a significant positive impact on the tourist experience in the process of obtaining a residence permit. Although there are other factors that influence the satisfaction of users of immigration services, such as product quality, price, emotions and costs, for this research, the focus is on service quality because of its direct relevance to the residence permit process which is the main focus for tourists. Thus, this research aims to make a meaningful contribution in efforts to improve the quality of services at the Ngurah Rai Immigration Office and improve the experience of immigration service users.

2. LITERATURE REVIEW
2.1 Service quality
Based on Lewis & Booms in (Riyanto, 2018) stated that "service quality is a measure of how well the level of service provided is able to meet customer expectations"

2.2 Customer satisfaction
According to Windasuri (2017:64) "customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service".

3. RESEARCH METHODS
3.1 Place and time of research
This research was conducted at the TPI Ngurah Rai Special Class I Immigration Office. Researchers collected data by distributing questionnaires directly. This research was carried out from March to April 2024.

3.2 Types of Research and Research Methodology
This type of research is associative quantitative research. And the methodology used in this research is quantitative methods.

3.3 Research Population and Sample
The population in this study were service users who were applicants for residence permit documents at the TPI Ngurah Rai Special Class I Immigration Office during the January-March 2024 period, totaling 20,348 people. Based on the Slovin formula with an error rate of 10%, the number of samples required is around 99.61. Because the sample size must be a whole number, the researcher rounded it to 100.

4. RESULTS AND DISCUSSION
4.1 Multiple Linear Regression Analysis
Table 3.1 Multiple Regression Test Results

	Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,802	3,360		5,893	,000
X1	,155	,080	,189	1,947	,055
X2	-.205	.107	-.185	-1,923	,057
X3	.014	,094	.016	.153	,879
X4	-.028	,205	-.021	-.137	,891
X5	,529	,208	,376	2,541	.013
a. Dependent Variable: Y					

The regression equation obtained from the calculation results is as follows

$$Y = 19.802 + 0.155 X1 - 0.205 X2 + 0.14 X3 - 0.28 X5 + 0.529$$

1. The Constant Value (Intercept) is 19,802. This constant value is an estimate of user satisfaction when all independent variables (physical evidence, reliability, responsiveness, assurance, and empathy) have a value of zero. In other words, this is the basic level of satisfaction without taking into account the influence of other factors.
2. Physical Evidence (X1): Positive coefficient result (0.155), indicating a positive relationship between physical evidence and user satisfaction. Good physical evidence, such as clean and well-maintained facilities, can make users feel valued and well served, increasing their satisfaction.
3. Reliability (X2): The coefficient result is negative (-0.205), which indicates a negative relationship between reliability and user satisfaction. If the service is unreliable or frequently experiences problems, users may feel dissatisfied and tend to look for alternatives.
4. Responsiveness (X3): The coefficient results are not significant (0.014). Although good responsiveness can increase user satisfaction, in this case, it is likely that good responsiveness is considered to be expected, and thus does not have a significant impact on user satisfaction.
5. Guarantee (X4): The result is an insignificant negative coefficient (-0.028). Assurance of service quality or protection against errors is also important to build user trust. However, if these guarantees are not met properly, users may feel disappointed and dissatisfied.
6. Empathy (X5): Positive coefficient results (0.529), indicating a positive relationship between empathy and user satisfaction. The Immigration Office's ability to show empathy for users' needs can strengthen relationships with them. By understanding and accommodating users' feelings and needs, the Immigration Office can increase their satisfaction with the services provided.

4.2 Hypothesis Test Results
4.3 Partial Significance Test Results (t Test)

Table 3.2 Partial Test Results (t Test)

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,802	3,360		5,893	,000
X1	,155	,080	,189	1,947	,055
X2	-.205	.107	-.185	-1,923	,057
X3	.014	,094	.016	.153	,879
X4	-.028	,205	-.021	-.137	,891
X5	,529	,208	,376	2,541	.013
a. Dependent Variable: Y					

From table 3.2As seen above, it can be concluded that each variable is as follows:

a. The physical evidence variable (X1), the significant value is (0.55 > 0.05). So Ho is rejected and Ha is accepted, which means that there is no significant influence between the physical evidence variable on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office Bali.
b. The reliability variable (X2),), a significant value of (0.57 > 0.05). So Ho is rejected and Ha is accepted, which means that there is no significant influence between the reliability variable on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office Bali.
c. Responsiveness variable (X3), a significant value of (0.879 > 0.05). So Ho is rejected and Ha is accepted, which means that there is no significant influence between the responsiveness variable on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.
d. Guarantee variable (X4), significant value of (0.891 > 0.05). So Ho is rejected and Ha is accepted, which means that there is no significant influence between the guarantee variables on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY IN THE STAY PERMIT SECTION ON IMMIGRATION SERVICE USER SATISFACTION AT THE SPECIAL CLASS I IMMIGRATION OFFICE TPI NGURAH RAI

Tengku Ezy Andika, Sugiharto, Meilita Tryana Sembiring

e. The empathy variable (X5) has a significant value of $(0.013 < 0.05)$. So Ho is accepted and Ha is rejected, which means that there is a significant influence between the empathy variable on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office. physical impact on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.

4.4 Simultaneous Significance Test Results (F Test)

Table 3.3 Simultaneous Test Results (F Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
		ANOVAa				
1	Regression	80,087	5	16,017	5,549	,000b
	Residual	271,353	94	2,887		
	Total	351,440	99			
	a. Dependent Variable: Y					
	b. Predictors: (Constant), X5, X2, X1, X3, X4					

From table 3.3 above, it can be seen that the significant level is $(0.00 < 0.05)$. It can be concluded that the variables physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) simultaneously influence service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.

4.5 Determination Coefficient Test (R2 Test)

Table 3.4 R2 Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summary b		
1	.477a	,228	,187	1,699
a. Predictors: (Constant), X5, X2, X1, X3, X4				
b. Dependent Variable: Y				

From the R2 test results, the adjusted R2 value was obtained at 0.187 or 18.7%. This shows that service user satisfaction can be explained by 18.7% by independent variables, namely physical evidence (X1), reliability (X2), responsiveness (X3), guarantee (X4) and empathy (X5). Meanwhile, 81.3% of service user satisfaction variables are explained by variables outside the independent variables of this research.

5. Discussion

In this discussion, the results of the analysis of the influence of the variables physical evidence (X1), reliability (X2), responsiveness (X3), guarantee (X4) and empathy (X5) on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office will be detailed. , based on partial hypothesis test results (t test) and simultaneous test results (F test).

5.1 The Effect of Physical Evidence (X1) on Service User Satisfaction:

The t test results show that physical evidence (X1) does not have a significant influence on service user satisfaction at the Immigration Office. This indicates that the physical aspects of the service, such as physical facilities or office infrastructure, do not contribute significantly to the level of user satisfaction.

5.2 Effect of Reliability (X2) on Service User Satisfaction:

Reliability (X2) also does not show a significant influence on service user satisfaction. Although reliability in providing services is expected to increase satisfaction, in the context of this Immigration Office, reliability has not been proven to significantly influence user satisfaction.

5.3 Effect of Responsiveness (X3) on Service User Satisfaction:

The t test results show that responsiveness (X3) also does not have a significant effect on service user satisfaction at the Immigration Office. Although the Immigration Office may be responsive to user needs, this does not significantly affect user satisfaction levels.

5.4 Effect of Guarantee (X4) on Service User Satisfaction:

The guarantee variable (X4) also does not show a significant influence on service user satisfaction. Although providing a guarantee is expected to provide trust and increase user satisfaction, the test results show that this factor does not play a significant role.

5.6 The Effect of Empathy (X5) on Service User Satisfaction:

In contrast, the t test results show that the level of empathy (X5) from the service has a significant influence on service user satisfaction at the Immigration Office. This confirms that the staff's ability to understand and respond empathetically to user needs contributes positively to service user satisfaction.

6. CONCLUSION

This research examines the influence of the variables physical evidence (X1), reliability (X2), responsiveness (X3), guarantee (X4), and empathy (X5) on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office and provides several findings conclusion as follows:

1. The variables physical evidence, reliability, responsiveness and guarantee do not have a significant influence on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.
2. The empathy variable has a significant influence on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.
3. Taken together, the variables physical evidence, reliability, responsiveness, assurance and empathy have a significant effect on service user satisfaction at the TPI Ngurah Rai Special Class I Immigration Office.

REFERENCES

Anshori, M., & Sri. (2017). Metodologi penelitian kuantitatif. Surabaya: Airlangga University.

Atmaja, A., & Arista. (2018). Layanan prima dalam praktik saat ini. Yogyakarta: Deepublish.

Ferdinand, A. (2014). Metode penelitian manajemen. Semarang: BP Universitas Diponegoro.

Gabriella, D. S. (2023). Analisis kualitas pelayanan terhadap kepuasan konsumen di Kantor Imigrasi Kelas 1 TPI Manado. JE, Vol. 11(1), Year, PageRange.

Ghozali, I. (2018). Aplikasi analisis multivariate dengan program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.

Haryono, S. (2017). Metode SEM untuk penelitian manajemen AMOS LISREL PLS. Jakarta: PT. Intermedia Personalia Utama.

Islami, V. (2018). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan (studi kasus: Klinik Palapa Dentis Jakarta Selatan). Perspektif, 16(2), 113–117.

Karlina, E., Rosanto, O., & Saputra, N. E. (2019). Pengaruh kualitas pelayanan dan kedisiplin pegawai terhadap kepuasan masyarakat pada Kantor Lurah Klender Jakarta Timur. Widya Cipta - Jurnal Sekretari Dan Manajemen, 3(1), 7–16.

Kasmir. (2017). Customer service excellent: Teori dan praktik. Jakarta: PT Raja Grafindo Persada.

Majid, A. (2015). Customer service dalam bisnis jasa transportasi. Jakarta: Rajagraphindo Persada.

MELDIRA, D. (2022). Analisis kepuasan pengguna jasa layanan di Kantor Imigrasi Kelas II Non TPI Kota Tasikmalaya. Universitas Siliwangi. Sarjana thesis.

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY IN THE STAY PERMIT SECTION ON IMMIGRATION SERVICE USER SATISFACTION AT THE SPECIAL CLASS I IMMIGRATION OFFICE TPI NGURAH RAI

Tengku Ezy Andika, Sugiharto, Meilita Tryana Sembiring

Rahman, A. (2017). Pengaruh pelayanan terhadap kepuasan pelanggan. Jurnal Humaniora Universitas Bina Sarana Informatika, Volume(Issue), PageRange.

Riyanto, A. (2018). Implikasi kualitas pelayanan dalam meningkatkan kepuasan pelayanan pada PDAM Cibadak Sukabumi. Skripsi, Universitas BSI.

Sekaran, U., & Bougie, R. (2017). Metode penelitian untuk bisnis: Pendekatan pengembangan-keahlian, edisi 6, buku 2. Jakarta Selatan: Salemba Empat.

Sugiyono. (2019). Metodelogi penelitian kuantitatif dan kualitatif dan R&D. Bandung: ALFABETA.

Sugiyono. (2020). Metode penelitian kualitatif. Bandung: Alfabeta.

Tjiptono. (2012) Service Management. Yogyakarta: CV. Andi Offset.

Windasuri, H., & Hyacintha, S. (2017). Excellent service. Jakarta: Gramedia Pustaka Utama.