

Digital Queue Services, Online Information, Facility Convenience and Service Ethics on Satisfaction Mediated by Perceptions of Professionalism at the Class II Non-TPI Palopo Immigration Office

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Abstract

Improving service quality is a key requirement to meet the public's increasing expectations for efficiency, transparency, and professionalism in public institutions. This study aims to analyze the influence of digital queuing services, online information, facility convenience, and service ethics on user satisfaction, with perceived professionalism as a mediating variable, in immigration services at the Class II Non-TPI Palopo Immigration Office. The method used is a quantitative approach with an explanatory research type, and data analysis was carried out using Structural Equation Modeling–Partial Least Square (SEM-PLS) with validity, reliability, outer and inner model testing. Data were collected through questionnaires from 91 respondents obtained using a simple random sampling technique. The results show that the four independent variables have a significant direct influence on user satisfaction, and indirectly through perceived professionalism as a mediating variable. These findings confirm that perceived professionalism plays an important role in strengthening the relationship between service quality and public satisfaction levels. The results of this study demonstrate the importance of developing an integrated and sustainable public service strategy, which combines digital innovation, accurate information provision, comfortable facility management, and high service ethics to increase public satisfaction and trust in immigration service institutions.

Keywords: Digital_Queues; Ethics; Online_Information; Satisfaction; Perception_of_Professionalism

1. Introduction

In today's digital era, digital queuing services have become a crucial element in improving efficiency and user satisfaction in public services. By implementing digital-based queuing systems, government agencies can reduce waiting times and increase service accessibility, contributing to positive user perceptions of the quality of service they receive.[1] Digital queuing services, such as the M-Passport application, have been shown to increase the efficiency of the passport application process and reduce waiting times at immigration offices. However, digital queuing services are not the only factor that can improve user satisfaction. Providing accurate and easily accessible online information also plays a crucial role in shaping positive public perceptions of the institution's professionalism, as clear and transparent information can increase user trust and satisfaction. Accurate and timely online information plays a crucial role in increasing user satisfaction. Research shows that the accessibility and accuracy of information influence user expectations of the services they receive.[2]. Based on the context of public institutions in Indonesia, clear and timely information regarding procedures and services will strengthen trust and positive perceptions of staff professionalism.[3].

Furthermore, the comfort of the facilities is also closely related to the user experience. The physical comfort of the immigration office, such as adequate waiting rooms and other supporting facilities, also influences public perception of the institution's service quality and professionalism. This is because users feel more valued and cared for when visiting the office.[4] A high level of service ethics also reflects an agency's commitment to quality public service. Good service ethics indicate that officers not only provide competent service but also act in a friendly manner and are responsive to user needs.[5]. When users perceive professionalism in the service, it has the potential to increase overall user satisfaction.[6]. Service ethics, which include friendly, responsive, and empathetic attitudes from officers, can create a positive experience for service users, thereby increasing satisfaction and perceptions of the institution's professionalism.

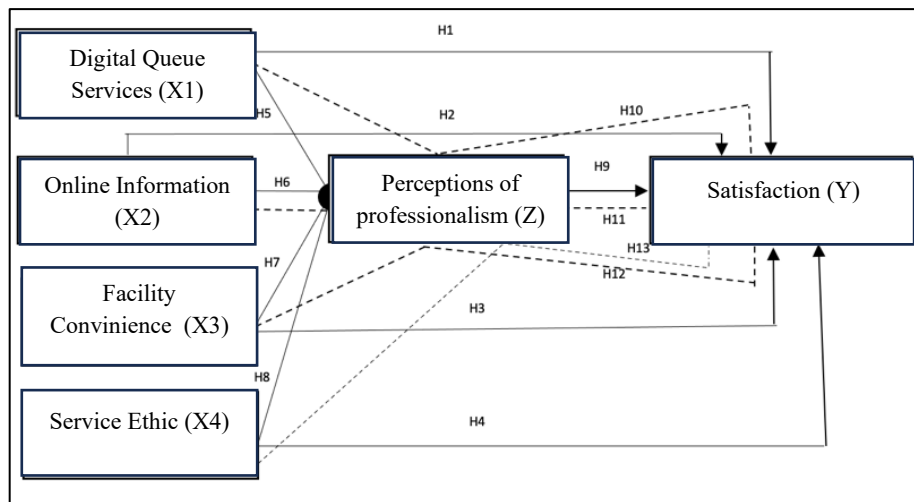
User satisfaction is not only an indicator of service quality but also impacts the public's image and trust in government agencies. Therefore, it is crucial to conduct ongoing evaluations of all dimensions of service provided by a public agency.[7]. The perception of immigration officers' professionalism can also be an important mediator in the relationship between service quality and public satisfaction, because this perception influences the level of user trust and loyalty to the institution. This study aims to explore the influence of digital queue services, online information, facility convenience, and service ethics on user satisfaction, also focusing on the mediating role of perceptions of professionalism, especially at the Class II Non-TPI Palopo Immigration Office.

2. Methodology

This study uses a quantitative approach with an explanatory research type, which aims to explain the causal relationship between the variables studied. The independent variables in this study are service innovation, public information systems and agency responsiveness. The mediating variable is public perception. While the dependent variable is public trust in agencies. The analysis method used is Structural Equation Modeling with the Partial Least Square (SEM-PLS) approach to test complex structural models with variables. The population in this study is all people who use immigration services at the Class II Non-TPI Palopo Immigration Office during the study period, namely from June to August 2025. Based on data from the Class II Non-TPI Palopo Immigration Office, the average number of visitors per 3 months reaches 800-1000 people who access various types of immigration services. Data were collected through a questionnaire with a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Questionnaires were distributed directly to respondents at the Class II Non-TPI Palopo Immigration Office during service operating hours. The sampling technique used simple random sampling with a population of 1000 people. The determination of sample size refers to the Slovin formula with a 95% confidence level ($\alpha = 0.05$) and a margin of error of 10%, so that a minimum sample size of 91 respondents was obtained. Based on the conceptual framework built, the hypotheses of this study are as follows: Digital queuing services affect satisfaction; Online information affects satisfaction; Facility convenience affects satisfaction; Service ethics affect satisfaction; Digital queuing services affect perceptions of professionalism; Online information affects perceptions of professionalism; Facility convenience affects perceptions of professionalism; Service ethics affect perceptions of

professionalism; Perceptions of professionalism affect satisfaction; Digital queuing services affect satisfaction through perceptions of professionalism as a mediating variable; Online information affects satisfaction through perceptions of professionalism as a mediating variable; Facility convenience affects satisfaction through perceptions of professionalism as a mediating variable; Service ethics affects satisfaction through perceptions of professionalism as a mediating variable.

Figure 1. Research Concept Framework



The data analysis technique uses SEM-PLS with the help of SmartPLS software. The analysis stages include: Outer Model Analysis (Convergent Validity Test and Reliability Test (Cronbach's Alpha > 0.7, Composite Reliability > 0.7)). Next, Inner Model Analysis is carried out (R-Square Test to measure the model's predictive ability, Path Coefficient Test to test the hypothesis and Indirect Effect Test to test the mediation effect. Finally, the Conclusion is presented through the results of the Hypothesis test by looking at the t-statistic and p-value. The hypothesis is accepted if the t-statistic > 1.96 and p-value < 0.05 at a significance level of 5%).

3. Results and Discussion

3.1. Results

Based on the data collected from all respondents, the following description of the respondent characteristics was obtained;

Table 1. Respondent Description

Characteristics	Frequency	Percentage
Gender		
Man	58	63.74%
Woman	33	36.26%
Age		
>20 years	15	16.48%

20-30 years	26	28.57%
31-40 years	22	24.18%
41-50 years	28	30.77%
Education		
High School/Vocational School	20	21.98%
Diploma	33	36.26%
S1	30	32.97%
Masters/Doctoral Degree	8	8.79%
Type of Service		
Passport	77	84.62%
Foreigners	1	1.10%
Other	13	14.29%

Based on the table above, the number of male respondents (63.74%) is greater than the number of female respondents (36.26%). The age group dominated by those aged 41-50 (30.77%). In terms of education, the majority were diploma graduates (36.26%). The type of services received by the public was dominated by passport services at 84.62%.

Convergent Validity Test

The results of the outer model analysis show that all indicators have a loading factor > 0.7 , indicating good convergent validity.

Table 2. Variable Factor Loadings

Analysis	Digital Queue Service				Online Information			Comfort Facilities			Service Ethics				Perception of Professionalism			Satisfaction			
	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	X4.1	X4.2	X4.3	X4.4	Z1	Z2	Z3	Y1	Y2	Y3	Y4
Loading Factor	0.759	0.730	0.731	0.752	0.871	0.816	0.838	0.807	0.822	0.850	0.883	0.850	0.867	0.809	0.765	0.887	0.844	0.843	0.787	0.766	0.869
Status	VALID				VALID			VALID			VALID				VALID			VALID			

Table 2 shows that all variables were deemed valid in the convergent validity test (> 0.70). This indicates that the data obtained were consistent, had minimal bias, and could accurately describe the research results.

Reliability Test

Based on the table below, all variables show Cronbach's Alpha and Composite Reliability values > 0.7 and AVE > 0.5 , indicating that the research instrument is reliable and valid.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	AVE	Status
Digital Queue Service	0.735	0.831	0.552	Reliable
Online Information	0.794	0.879	0.708	Reliable
Comfort Facilities	0.777	0.866	0.683	Reliable
Service Ethics	0.879	0.914	0.727	Reliable
Perception of Professionalism	0.778	0.872	0.695	Reliable
Satisfaction	0.834	0.889	0.668	Reliable

Inner Model Analysis

The following is a conceptual framework for the research which is also a graphical display of the SEM model.

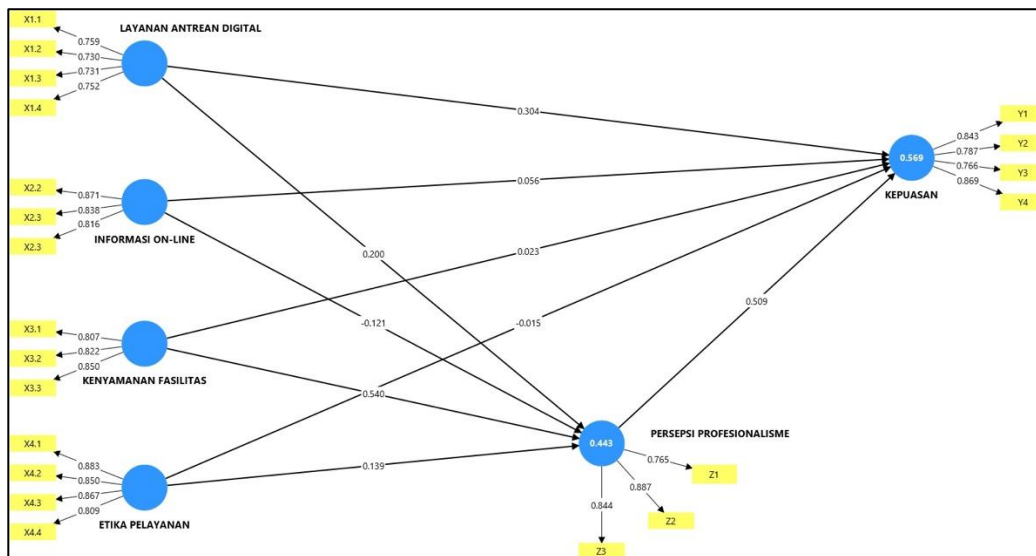


Figure 2. SEM Model

R-square test

The R-Square value shows that the model is able to explain 56.9% of the variance in satisfaction and 44.3% of the variance in perceptions of professionalism.

Table 4. R-square value

Variables	R-square	R-square adjusted
Satisfaction	0.569	0.544
Perception of Professionalism	0.443	0.417

Hypothesis Testing

a. Direct Effect Hypothesis Test

Table 5. Results of the Direct Effect Hypothesis Test

Hypothesis	Variables	T-Statistics	P-value	Results
H1	Digital Queue Service -> Satisfaction	3,304	0.001	Accepted
H2	Online Information -> Satisfaction	5,788	0.001	Accepted
H3	Comfort Facilities -> Satisfaction	4,178	0.007	Accepted
H4	Service Ethics -> Satisfaction	2,455	0.016	Accepted
H5	Digital Queue Services -> Perception of Professionalism	2,176	0.032	Accepted
H6	Online Information -> Perception of Professionalism	1.928	0.036	Accepted
H7	Facility Comfort -> Perception of Professionalism	4.127	0.000	Accepted
H8	Service Ethics -> Perception of Professionalism	2,493	0.017	Accepted
H9	Perception of Professionalism -> Satisfaction	3,975	0.000	Accepted

Based on this table, all variables are proven to have a direct influence on user satisfaction and perceptions of professionalism.

b. Indirect Effect Hypothesis Test

Table 6. Results of the Indirect Effect Hypothesis Test (Mediation)

Hypothesis	Variables	T-Statistics	P-value	Results
H10	Digital Queue Service -> Perception of Professionalism -> Satisfaction	2,104	0.047	Accepted
H11	Online Information -> Perception of Professionalism -> Satisfaction	2,140	0.036	Accepted
H12	Facility Comfort -> Perception of Professionalism -> Satisfaction	3,161	0.002	Accepted
H13	Service Ethics -> Perception of Professionalism -> Satisfaction	2,330	0.022	Accepted

Based on the table above, all indirect influence test results for each variable were proven to be effective. Therefore, perceptions of professionalism successfully mediated the variables of digital queue service, online information, facility convenience, and service ethics in increasing user satisfaction.

3.2 Discussion

3.2.1 The Influence of Digital Queue Services, Online Information, Facility Convenience and Service Ethics on Satisfaction

Recent studies have shown that user satisfaction is influenced by four main factors: digital queuing services, online information, facility convenience, and service ethics. Digital queuing services have been shown to increase efficiency and perceptions of professionalism in service delivery.[8]A study on digital banking services (Pegadaian) revealed that user interface design and ease of access play an important role in shaping customer satisfaction.[9]Users tend to be more satisfied when the digital system they use is easy to understand, fast, and secure.[10]In the era of government digitalization, digital queuing services such as M-Passport have been implemented in all immigration offices, including Palopo.[11]This application plays an important role in reducing waiting times, streamlining service flows, and increasing user convenience.[12].

The availability of online information is also crucial for shaping user expectations and trust. Designing cross-channel services that provide consistent and easily accessible information can enhance the user experience and directly increase satisfaction.[13]This is important in the context of public or community service, as conveying information is often a major challenge.[14]The provision of online information by the Palopo Class II Non-TPI Immigration Office, through its official website and social media, also plays a strategic role. Accessibility to service schedules, document requirements, and passport processing procedures significantly determines public expectations and satisfaction.[11].

The comfort of physical facilities has also been shown to influence perceptions of service quality. Research in healthcare facilities shows that comfort, such as clean waiting areas and easy accessibility, significantly increases user satisfaction.[15] This demonstrates that investment in the physical aspects of services remains relevant despite the advancement of digitalization, including in the context of passport services, which involve multiple stages. Comfortable facilities can directly reduce the psychological burden on applicants. The Palopo Class II Non-TPI Immigration Office has successfully provided a representative, clean, and user-friendly service space.

Service ethics is a fundamental factor that strengthens the relationship between users and service providers. High levels of digital literacy among service providers correlate with increased awareness and implementation of professional ethics. Users tend to be more satisfied when they are treated fairly, valued, and served with integrity.[16] Ethical service practices by immigration officers are the primary foundation for building public satisfaction and trust. Friendly, transparent, non-discriminatory behavior, and professionalism in document handling are concrete manifestations of ethical public service implementation. Good digital literacy among officers has been shown to strengthen their understanding of professional ethics, ultimately improving the quality of interactions with the public.[17].

Overall, the synergy between digital innovation, transparent information provision, a comfortable service environment, and high service ethics results in a comprehensive and satisfying service experience. Therefore, public institutions need to develop service strategies that focus not only on one aspect but also consider all four dimensions in an integrated manner to continuously improve customer satisfaction. The results of this study provide an evaluation of the effectiveness of current services and recommend improvement strategies based on data and the real needs of service users. This approach supports the Ministry of Immigration and Corrections' efforts to create an adaptive, professional, and service-oriented bureaucracy.

3.2.2 The Influence of Digital Queue Services, Online Information, Facility Convenience and Service Ethics on Perceptions of Professionalism

Public services currently face new demands to enhance professionalism through technology optimization and the quality of interactions with users. One highly beneficial innovation is the implementation of digital queuing services. This innovation plays a crucial role in creating an efficient and transparent system. Studies show that a reliable and responsive system is a key factor in shaping public perception of the quality and professionalism of government digital services.[18] The use of a digital queuing system not only reduces waiting times but also strengthens the institution's image as a modern and organized organization.

The availability of easily accessible and accurate online information is a crucial component in increasing service transparency. However, the effectiveness of online information depends on public perceptions of the source's reliability. Relevant research reveals that online information availability does not necessarily increase service use if it is not accompanied by positive perceptions and affordability.[19] [20] This shows that information must be supported by a

communication strategy that builds public trust in order to truly impact perceptions of professionalism.

Positive public perception can also be influenced by the perceived comfort of facilities. Clean, safe, and user-friendly facilities create a positive service experience. Although physical comfort is considered less influential than reliability and responsiveness in a digital context, comfort remains a tangible indicator of professionalism. Various dimensions of comfort, including ease of navigation and efficiency, play a significant role in shaping user attitudes toward online services, such as app-based public services.[21].

Service ethics also plays a fundamental role in perceptions of professionalism. Research at the Bogor Regency Population Office shows that ethical violations such as unfairness, lack of discipline, and poor communication reduce public trust in the institution.[22] Professionalism is measured not only by technical aspects, but also by the quality of interpersonal interactions, fairness in service, and the ethical awareness of staff. Without strong ethics, even the best technology and facilities will not be enough to create a complete professional perception.

It is also important to consider the aspect of digital literacy in the context of modern service delivery. Relevant studies suggest that individuals with high digital literacy tend to have a better understanding of professional ethics, which also influences their perceptions of service quality and ethics.[23] This demonstrates that public understanding of technology and its ethical use is a crucial aspect in building a professional public service ecosystem.

Based on this description, perceptions of professionalism in public services have been shown to be influenced by a combination of technological innovation, facility quality, information clarity, and service ethics. However, improving perceptions cannot be achieved in isolation, but rather through an integrative approach that considers both technical aspects and ethical values in service delivery. The consistent implementation of digital services and ethical management can be the main foundation for building a strong image of professionalism in modern public services.

3.2.3.3 The Influence of Digital Queue Services, Online Information, Facility Convenience and Service Ethics on Satisfaction Mediated by Perceptions of Professionalism

3.2.3.1 Mediation of Digital Queue Services on Satisfaction through Perceptions of Professionalism

The results of this study on the influence of digital queuing services on user satisfaction indicate that perceived professionalism plays an important role as a mediating variable. The quality of digital services not only directly impacts the level of satisfaction, but also shapes users' perceptions of the professionalism of the service provider institution, which then indirectly influences satisfaction. A study at McDonald's MT Haryono, Malang, showed that ease of use and quality of electronic services significantly influence customer satisfaction. Although this study did not explicitly examine perceived professionalism as a mediator, the findings confirm that efficient digital services can increase customers' trust and positive perceptions of the professionalism of the system used.[24].

Other relevant research shows that customer satisfaction can be mediated by perceptions of service quality, which in many contexts is associated with professionalism. When digital services are perceived as high-quality and professional, customers are not only satisfied but also indicate intentions to use the service again and recommend it to others. This mediation suggests that professionalism strengthens the relationship between service system quality and ultimate customer satisfaction.[25]. A study in healthcare facilities also examined the relationship between service quality, price, and patient satisfaction, and their impact on revisit intentions. While not explicitly including digital queuing services, the study emphasized the importance of perceptions of professionalism as a result of high-quality service experiences.[26].

This mediation model is relevant for application in the context of public services that utilize digital queuing systems. Fast, transparent, and accessible digital systems create an experience perceived by users as professional. This perception then leads to greater satisfaction because users feel treated respectfully, efficiently, and fairly. This reinforces the theory that professionalism serves as a bridge between the technical quality of service and the emotional experience of customers.[27]. Therefore, it can be concluded that digital queuing services have a positive impact on customer satisfaction, both directly and indirectly through perceptions of professionalism. Agencies seeking to improve user satisfaction should not only focus on technical features but also ensure that users perceive the service as a representation of high professionalism in public service.

3.2.3.2 Mediation of Online Information on Satisfaction through Perception of Professionalism

Online information has become a central element in the digital public service and business ecosystem, shaping user experiences. The availability of quickly accessible, relevant, and professionally delivered information can increase user satisfaction. However, this influence is often indirect. Studies show that to create meaningful satisfaction, information must go beyond mere availability. Rather, it must convey a sense of professionalism, which ultimately shapes customer perceptions and satisfaction with the institution or service provider. Research in Denpasar emphasized the importance of mediating variables such as job satisfaction in bridging the influence of leadership on performance. In the context of online information, a similar approach applies: digital information delivered in a professional manner creates the perception that the institution is competent and trustworthy. This perception then drives user satisfaction, not only because of its informative content, but also because of the way it builds an image of superior and professional service.[28].

Similar findings were also found in other relevant studies, which showed that perceptions of organizational culture and work engagement significantly influence employee satisfaction. When users perceive that the information they receive comes from an organization with strong professional values, this perception fosters trust and satisfaction. In the context of public services, this is important because ambiguous or inconsistent information can create a sense of unprofessionalism, which degrades the user experience.[29]A study in Bulukumba also supports this argument. The study found that satisfaction plays a crucial role in bridging the gap between transformational leadership and performance. When linked to online information, leadership in

managing digital information channels can enhance perceptions of professionalism, ultimately leading to user satisfaction. This experience is reinforced in public service environments. Users often demand clarity and credibility from all forms of communication.[30].

Thus, elements of the experience that reflect professionalism, including leadership, communication systems, and compensation, can significantly increase satisfaction through the mediation of internal perceptions. In this case, well-structured and managed online information creates expectations of professionalism that align with the values of the public agency. Therefore, user satisfaction stems not only from the content of the information received but also from the impression that users are being served by a modern, responsible, and trustworthy system.[31].

3.2.3.3 Mediation of Facility Comfort on Satisfaction through Perception of Professionalism

Facility comfort is often considered part of the tangible aspect of service quality models. Clean, tidy facilities, sufficient waiting chairs, good ventilation, air conditioning, adequate space, parking areas, and supporting facilities can create a physical experience that supports user comfort. Research in the hospitality industry shows that perceptions of facilities have a direct positive impact on customer satisfaction, and that this effect is partially mediated by perceptions of the quality of the personnel or organization. Although not specifically related to perceptions of professionalism, this can still be interpreted as an element of professionalism. Thus, comfortable facilities are not sufficient in themselves. They also require user perceptions to interpret the facilities as a sign of the professionalism of an institution. Comfortable facilities signal that an institution cares about the user experience, pays attention to detail, and has high standards. Users then form the perception that the institution operates professionally, competently, and responsibly. Several additional studies support the idea that perceptions of facilities (physical) and perceptions of the service provider (personnel/organization) are interrelated in influencing satisfaction.[32]

Based on reviews from the public/users regarding the facilities available at the Class II Non-TPI Palopo Immigration Office, they stated that the office facilities are quite complete and comfortable: the office is described as spacious, clean, with cool air conditioning, plenty of waiting chairs, a lactation room, a large parking area, free drinks & snacks, and a children's playroom for visitors bringing children. These reviews indicate that the comfort of the facilities at the office has become part of the service experience. If users see these facilities as a sign that the Palopo immigration institution pays attention to the quality of service and the professionalism of its officers, then the perception of professionalism can be a mediator that strengthens the impact of facility comfort on their satisfaction with immigration services.[4].

Thus, the mediation model of professionalism perception can be explained practically: namely, facilities are organized, comfortable, and adequate (e.g., clean waiting rooms, air conditioning, chairs, supporting facilities). This encourages users to assess that an agency has worked professionally and cares about public comfort. The perception of professionalism also ultimately succeeds in increasing user satisfaction with services (e.g., in passport processing, queues, information services). Therefore, it can be concluded that the influence of facility comfort on satisfaction is also positive if it is through the mediation/path of professionalism perception.

3.2.3.4 Mediation of Service Ethics on Satisfaction through Perception of Professionalism

Service ethics is an essential component of a public service system oriented toward quality and user satisfaction. Ethics encompasses politeness, honesty, fairness, transparency, and responsibility from service personnel to the public. Various studies have shown that service ethics significantly influences public perceptions of service institutions. However, this influence does not always directly impact satisfaction; it can also be mediated through perceptions of professionalism. Perceptions of professionalism refer to users' assessments that an institution and its personnel possess integrity, competence, and high service standards. Good service ethics reinforce these impressions. Studies have shown that service quality (which includes ethics) contributes to institutional image and patient satisfaction. Satisfaction acts as a mediator of loyalty.[33]. These results indicate that ethical elements strengthen the impression of professionalism, which then impacts service outcomes such as satisfaction and loyalty.

In the context of public services in government agencies, the perception of professionalism formed through ethics is crucial because it is closely related to institutional legitimacy. When users perceive officers serving fairly, non-discriminatory, and communicative, they tend to perceive the institution as professional, leading to satisfaction. This aligns with the mediation model in this study. If the perception of professionalism is weak, even if ethics are maintained, satisfaction is likely to be suboptimal. Therefore, it can be concluded that service ethics significantly contributes to user satisfaction through the perception of professionalism as a mediator. Public service institutions, including the immigration services sector, need to consider ethics not merely an administrative obligation but a key strategy for building professionalism and long-term satisfaction.

4. Conclusion

This study concludes that user satisfaction with immigration services at the Class II Non-TPI Palopo Immigration Office is significantly influenced by four main factors: digital queuing services, online information, facility convenience, and service ethics. These four factors not only directly impact user satisfaction but also contribute indirectly through the mediating role of perceived professionalism. These findings indicate that the higher the public's perception of professionalism toward the institution, the greater the level of public satisfaction with the services provided. The integration of technological innovation, the provision of accurate and easily accessible information, convenient facility management, and strong service ethics needs to be maintained and even optimized comprehensively. This approach contributes to increasing public trust and strengthening service quality in a sustainable and adaptive manner in line with developments in the public service sector.

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