ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya peningkatan kepuasan pengguna aplikasi M-Paspor pada Kantor Imigrasi Jember di tengah transformasi layanan keimigrasian berbasis digital. Penelitian bertujuan menganalisis pengaruh *System Quality*, *Information Quality*, dan *Service Convenience* terhadap *Kepuasan Pengguna (User Satisfaction)* melalui *Digital Trust*. Metode penelitian menggunakan pendekatan kuantitatif dengan desain eksplanatori. Sampel penelitian berjumlah 200 pengguna aplikasi M-Paspor di Kantor Imigrasi Jember yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *System Quality* tidak berpengaruh signifikan terhadap *Kepuasan Pengguna (User Satisfaction)*, namun berpengaruh positif terhadap *Digital Trust*. *Information Quality* berpengaruh positif terhadap *Kepuasan Pengguna (User Satisfaction)* dan *Digital Trust*. *Service Convenience* berpengaruh signifikan terhadap *Kepuasan Pengguna (User Satisfaction)* dengan arah negatif serta berpengaruh positif terhadap *Digital Trust*. *Digital Trust* berpengaruh positif terhadap *Kepuasan Pengguna (User Satisfaction)* dan memediasi secara penuh hubungan *System Quality* dengan *Kepuasan Pengguna*, serta memediasi secara parsial hubungan *Information Quality* dan *Service Convenience* terhadap *Kepuasan Pengguna*. Temuan ini menegaskan bahwa peningkatan kepuasan pengguna aplikasi M-Paspor memerlukan integrasi kualitas sistem, kualitas informasi, kemudahan layanan, dan kepercayaan digital secara berkelanjutan. Hasil ini memberikan dasar bagi pengembangan kebijakan pelayanan keimigrasian digital yang lebih adaptif.

Kata kunci: M-Paspor, kualitas sistem, kualitas informasi, kemudahan layanan, kepercayaan digital, kepuasan pengguna.

ABSTRACT

This study was motivated by the need to improve user satisfaction with the M-Paspor application at the Jember Immigration Office amid the ongoing digital transformation of immigration services. The study aimed to analyze the effects of System Quality, Information Quality, and Service Convenience on User Satisfaction through Digital Trust. A quantitative explanatory design was employed. The sample consisted of 200 M-Paspor users at the Jember Immigration Office selected using purposive sampling. Data were analyzed using Structural Equation Modeling based on Partial Least Squares with SmartPLS 4.0. The findings revealed that System Quality did not significantly affect User Satisfaction but positively affected Digital Trust. Information Quality positively influenced both User Satisfaction and Digital Trust. Service Convenience significantly influenced User Satisfaction with a negative direction while positively affecting Digital Trust. Digital Trust positively influenced User Satisfaction and fully mediated the relationship between System Quality and User Satisfaction while partially mediating the relationships of Information Quality and Service Convenience with User Satisfaction. These findings emphasize that improving M-Paspor user satisfaction requires integrated system quality, information quality, service convenience, and sustainable digital trust. These results provide practical guidance for strengthening digital public services through reliable technology, trusted information, user-centered innovation and improvement.

Keywords: *M-Paspor, system quality, information quality, service convenience, digital trust, user satisfaction.*