

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Visa on Arrival (VOA) dan kualitas layanan terhadap mobilitas turis di Kantor Imigrasi Kelas I TPI Palembang. Penelitian ini dilatarbelakangi oleh meningkatnya mobilitas wisatawan mancanegara yang memerlukan kemudahan akses masuk ke Indonesia, di mana kebijakan Visa on Arrival serta kualitas layanan keimigrasian menjadi faktor penting yang dapat memengaruhi kelancaran mobilitas turis. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan survei melalui penyebaran kuesioner kepada responden yang menggunakan layanan Visa on Arrival di Kantor Imigrasi Kelas I TPI Palembang dengan teknik purposive sampling. Data dianalisis menggunakan analisis regresi linier berganda dengan didukung uji validitas, uji reliabilitas, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa Visa on Arrival berpengaruh positif dan signifikan terhadap mobilitas turis. Kualitas layanan juga terbukti berpengaruh positif dan signifikan terhadap mobilitas turis. Selain itu, secara simultan Visa on Arrival dan kualitas layanan memberikan pengaruh positif dan signifikan terhadap mobilitas turis di Kantor Imigrasi Kelas I TPI Palembang. Temuan ini mengindikasikan bahwa semakin mudah akses Visa on Arrival dan semakin baik kualitas layanan yang diberikan, maka semakin tinggi tingkat mobilitas turis. Hasil penelitian diharapkan dapat menjadi bahan pertimbangan bagi pihak imigrasi dalam meningkatkan efektivitas pelayanan keimigrasian guna mendukung peningkatan mobilitas wisatawan.

**Kata kunci:** *Visa on Arrival*, Kualitas Layanan, Mobilitas Turis, Kantor Imigrasi Kelas I TPI Palembang

## ABSTRACT

*This study aims to analyze the influence of Visa on Arrival (VOA) and service quality on tourist mobility at the Class I Immigration Office of TPI Palembang. This research is motivated by the increasing mobility of foreign tourists which requires easy access to Indonesia, where the Visa on Arrival policy and the quality of immigration services are important factors that can affect the smooth mobility of tourists. The method used was quantitative research with a survey approach through the distribution of questionnaires to respondents who used the Visa on Arrival service at the Class I Immigration Office of TPI Palembang with purposive sampling techniques. The data was analyzed using multiple linear regression analysis supported by validity tests, reliability tests, t tests, F tests, and determination coefficients. The results of the study show that Visa on Arrival has a positive and significant effect on tourist mobility. The quality of service has also been proven to have a positive and significant effect on tourist mobility. In addition, simultaneously Visa on Arrival and service quality have a positive and significant influence on tourist mobility at the Class I Immigration Office TPI Palembang. These findings indicate that the easier it is to access Visa on Arrival and the better the quality of services provided, the higher the level of tourist mobility. The results of the research are expected to be a consideration for immigration in improving the effectiveness of immigration services to support the increase in tourist mobility.*

**Keywords:** *Visa on Arrival, Service Quality, Tourist Mobility, Class I Immigration Office TPI Palembang.*