THE INFLUENCE OF ELECTRONIC SERVICE QUALITY & TRUST ON INCREASING LOYALTY THROUGH USER SATISFACTION

(A case study of SIAPKerja Application of Ministry of Manpower)

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Abstract

The SIAPkerja Applications employment service, initiated by Indonesia's Ministry of Manpower, aims to enhance workforce accessibility and engagement through high-quality services. Understanding factors influencing user satisfaction and loyalty is critical for improving service delivery and outcomes. This study aims to (1) examine the direct effect of service quality and user trust on SIAPkerja employment service user satisfaction; (2). examine the direct effect of service quality and user trust on SIAPkerja employment service user loyalty; (3). examine the direct effect of user satisfaction on SIAPkerja employment service user loyalty; and (4). Testing the indirect effect of service quality and user trust on the loyalty of SIAPkerja employment service users through user satisfaction. This study involved 150 users of the Ministry of Manpower's SIAPkerja employment service. Data was obtained through the distribution of questionnaires. Hypothesis testing using Structural Equation Model - Partial Least Square (SEM-PLS) using SmartPLS 3. The results showed that service quality and user trust directly have a positive and significant effect on SIAPkerja Applications employment service user satisfaction; service quality directly has a positive and significant effect on user loyalty. User trust directly has a positive but insignificant effect on user loyalty. User satisfaction directly has a positive and significant effect on user loyalty. Service quality and user trust indirectly have a positive and significant influence on the loyalty of SIAPkerja employment service users through user satisfaction. In other words, user satisfaction mediates the effect of service quality and user trust on the loyalty of SIAPkerja employment service users.

***Keywords** : Service Quality, Trust, User Satisfaction, User Loyalty, SIAPkerja Employment Services..*

1. INTRODUCTION

Development rapid technology information in the era of globalization moment This has give very important contribution important in make it easier various activity life human . Progress technology This become the more significant along the walk time (Kotler, 2005). Along the development of the digital era until moment In this case , the Indonesian government also participated respond progress This with method publish Regulation President number 95 of 2018 concerning System Government Electronic Based (SPBE). Since moment that , the governance process the

government in Indonesia is experiencing change from pattern service conventional shift going to to digital services . This is push government central and regional For do transformation service digital based . Utilization application based on electronic has become significant trend in support efficiency and productivity in various sectors , including sector employment . One of the for example is application SIAPkerja issued by the Ministry of Manpower as form real in do transformation digital services from government .

Utilization application READY to work has be one of effort important in provide service supporting electronics development career and advancement skills of the seekers work in Indonesia. Data from the Ministry of Manpower show that until in 2022, the number user active application READY to work has reach more from 5 million users (Ministry of Manpower , 2022). In context use technology based on field work like application READY to work , some study previous explain that important For understand influence quality service electronics and trust in increase loyalty through satisfaction users (Tobari , 2015). According to Hasan (2004), loyalty customer can influenced by various factors , such as quality product or service , price , image brand , quality service , satisfaction customers , and trust .

Ministry of Manpower so far This has apply digital transformation in various service employment . In line with matter This , Ministry of Manpower launch a digital platform called " SIAPkerja " which is abbreviation from System Information and Applications Service Employment . SIAPkerja will become a super app in all service employment . SIAPkerja digital platform Later expected will become door going to climate quality and ready workforce in facing the world of work . Although Still in pilot project stage , but since 2021 , SIAPkerja platform has official used as a service app employment massively . Rebranding from READY to work is the existence of Single Sign On (SSO) on all service Good service independent and also need Handling special (industrial relations , counseling).

Study This aiming to (1) test influence direct quality service and trust user to satisfaction user service employment READY to work ; (2). test influence direct quality service and trust user to loyalty user service employment READY to work ; (3). test influence direct satisfaction user to loyalty user service employment READY to work ; and (4). Testing influence No direct quality service and trust user to loyalty user service employment READY to work through satisfaction user .

LITERATURE REVIEW
Quality Service Electronic

Quality service electronic can defined as level advantages and capabilities application electronic in meet and exceed hope user through features provided , reliability system , convenience usage , and responsiveness in give services (Parasuraman et al., 2005). According to Zeithaml et al. (2009:116), there are four indicator For measure quality service electronics (E-Service Quality), namely : efficiency , reliability , fulfilment, and privacy .

Trust

Trust is important concept in context application electronic and refers to belief, confidence, and belief user to reliability, honesty and integrity application (McKnight et al.,

2002). Trust is important foundation in connection between users and applications electronics, and can influence perception user to quality service as well as decision they in use application said. According to research by McKnight et al. (2002), trust in context application electronic consists of from two dimensions main, namely trust expertise and trust honesty.

Satisfaction Users

According to Park (as quoted in Irawan , 2021), satisfaction user is feelings experienced customer as response to products , goods , or services that have been they consumption . While according to Kotler and Keller (2016) satisfaction reflect evaluation somebody to performance perceived product in the relationship with hope . If performance No fulfil expectations , customers feel disappointed . If in accordance with expectations , customers feel satisfied . If exceed expectations , customers feel happy . According to Indrasari (2019), there are five factors the main thing to do noticed by the company in determine level satisfaction users, namely : quality product, quality service, aspect emotional, price and cost.

Loyalty Users

According to Kotler and Keller (2016), loyalty is very commitment strong For buy repeat or use return product or preferred services in the future , although influence situational and effort marketing own potential For cause behavior switch . This means that loyal customers will still choose and use product or the services they provide like , even though There is influence situational or effort marketing from potential competitors cause displacement Customers . Loyalty user reflect level attachment , loyalty , and desire user For Keep going use and recommend application said . Loyalty user refers to the level attachment , loyalty , and desire user For Keep going use and recommend application electronic in term long period of time (Reichheld & Schefter, 2000).

Development Hypothesis Study

1. Connection Quality Service Electronic to Satisfaction Users

Quality service electronic can influence satisfaction users . Research by Ismulyaty et al. (2022) show that quality service and satisfaction Customer influential significant in a way partial to loyalty Customer internet banking users . Research by Suryantoro (2021) show that quality service and trust in a way partial influential significant to satisfaction consumers .

2. Connection Trust to Satisfaction Users

In a number of research , trust and satisfaction user own connection positive with satisfaction user in various context , including service crossing on a passenger motor ship

(Suryantoro, 2021) *mobile banking* (Veonnita & Rojuaniah, 2022) , *e-commerce* (Muthohar, 2023) , and services delivery goods (Sudaryana, 2020) .

3. Connection Quality Service Electronic to Loyalty

Quality service electronic can influence loyalty customers . Results of a study by Nurhadi et al. (2022) show that theme study quality service electronic Still very related close with satisfaction and loyalty customer in a way electronics . In line with that , research by Utama & Kusuma (2019) show that satisfaction customer mediate influence quality service and quality product to loyalty customer .

4. Connection Trust to Loyalty Users

Research by Rulian & Kurniawati (2023) about loyalty customer mobile banking customers in Indonesia show that trust and satisfaction influential positive to loyalty customers . In addition that , satisfaction also mediates connection between *expense, security, relative advantage, responsiveness, convenience,* and *trust* to loyalty . Besides that , research about loyalty consumer user service Auto 2000 workshop in Palembang shows that trust and commitment influential positive to loyalty consumer (Warni, 2022) .

5. Connection Satisfaction Users to Loyalty Users

Research by Ismulyaty et al. (2022) on customers internet banking users at Bank Syariah Indonesia show that quality service and satisfaction Customer in a way partial influential to loyalty Customer internet banking users . Second , research by Hidayatuloh & Budiman (2022) on users Domino's Pizza Indonesia mobile application shows that quality service Domino's Pizza Indonesia mobile application is lacking satisfying can influence quality and loyalty user .

6. Connection Quality Service Electronic to Loyalty Through Satisfaction Users

Connection between quality service electronic to loyalty customer through satisfaction customer can explained in a number of study following This . Research by Nurhadi et al. (2022) explain that quality service electronics (*e-service quality*) related close with satisfaction and loyalty customer in a way electronics . Other research was also conducted by Sri Pudjarti , Nurchayati , and Honorata Ratnawati Bi Putranti (2019) who supports results study from Laurent (2016). Selan that , the result research by Ramli et al. (2021) mention that satisfaction customer mediate influence quality service to loyalty customer .

7. Connection Trust to Loyalty Through Satisfaction Users

According to research by Fadriansyah et al. (2022) about Customer Insurance Earth show that quality service influential positive and significant to satisfaction and trust

Customers . Satisfaction and trust Customers also have an influence positive and significant to loyalty customers . In addition that , research about mobile banking customers in Indonesia show that satisfaction , trust , and other factors such as cost , security , profit relative , responsiveness , and comfort influence customer loyalty (Winasih & Hakim, 2021) . More from that , research by Ernawati & Yuliawati (2020) about clinic health in Bandung shows that satisfaction is variable strengthening moderation influence quality service to loyalty public user service .

Framework Conceptual
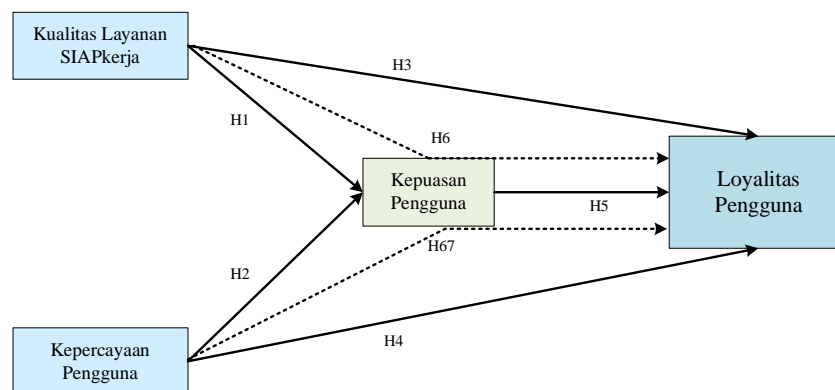
Hypothesis Study

H_1 : There is influence quality service to satisfaction user service electronic application SIAPkerja Ministry of Manpower .

H_2 : There is influence trust user to satisfaction user service electronic application SIAPkerja Ministry of Manpower

H_3 : There is influence quality service to loyalty user service electronic application SIAPkerja Ministry of Manpower .

H_4 : There is influence trust user to loyalty user service electronic application SIAPkerja Ministry of Manpower .

H_5 : There is influence satisfaction user to loyalty user service electronic application SIAPkerja Ministry of Manpower .

H_6 : There is influence quality service to loyalty user application electronic SIAPkerja Ministry of Manpower through satisfaction user .

H_7 : There is influence trust user to loyalty user application electronic SIAPkerja Ministry of Manpower through satisfaction user .

2. RESEARCH METHOD

Type Study

Study This can classified as study quantitative explanatory . In study This use combination source of primary data obtained from user application SIAPkerja and secondary data in the form of study previous .

Population and Sample Study

In study This is population that is not infinite , which *means* the object own size that is not limited and not known . As for population in study This is all over user application READY to work throughout Indonesia .

Based on formula from Maholtra , then total sample obtained as much as :

$$n = \frac{1,96^2 . 0,5 \ (1-0,5)}{0,1^2} \quad n = \frac{3,8416 . 0,25}{0,01} \quad n = 96.04$$

So , with values mentioned , the calculation mathematical will produce around 96 respondents . Because the value This approaching 100, and this is formula rough , Researcher round it up to on to 100 respondents .

Data collection

Research data collection techniques This There is use questionnaire statement with use scale Likert as scale its measurement . Besides questionnaire , researchers also use sourced documentation from secondary data study past , books , articles , and various source from the Ministry of Manpower .

Data Analysis Techniques

Data analysis techniques in study using SEM-PLS, with using SmartPLS 3.27 Software . Partial Least Square or abbreviated as PLS is Structural Equation Modeling (SEM) based equation model component or Variant . Purpose from PLS is For predict influence variable X to Y variable that explains connection theoretical between second variable (Fauziah and (Titisari , 2019).

3. RESULTS AND DISCUSSION

Research result

Outer Model Testing

	Quality Service	Trust	Satisfaction Users	Loyalty Users
KUA03	**0.696**			
KUA04	**0.696**			
KUA05	**0.678**			

KUA07	**0.542**			
KUA09	**0.494**			
KUA10	**0.593**			
KUA11	**0.617**			
PER01		0.737		
PER02		0.708		
PER03		0.774		
PER04		0.702		
PER05		0.636		
KEP01			0.646	
KEP02			0.789	
KEP03			0.846	
KEP04			0.802	
LOY01				0.599
LOY02				0.737
LOY03				0.760
LOY04				0.764
LOY05				0.740
LOY06				0.616

Source : *Processed data , 2024*

Based on Table above , the outer loading factor of all construct is above 0.5, so that indicator every valid and convergent constructs . In addition respective loading factor values indicator , validity convergence is also assessed from mark *Average Variance Extracted (AVE)* each construct , all construct in the PLS model it is stated has fulfil validity convergent If AVE value of each construct is > 0.5. Complete AVE value each construct can seen in the table following ;

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Trust	0.758	0.764	0.837	0.508
Satisfaction Users	0.773	0.769	0.856	0.599
Quality Service	0.737	0.745	0.812	0.545
Loyalty Users	0.795	0.795	0.855	0.598

Source : *Processed data , 2024*

Inner Model

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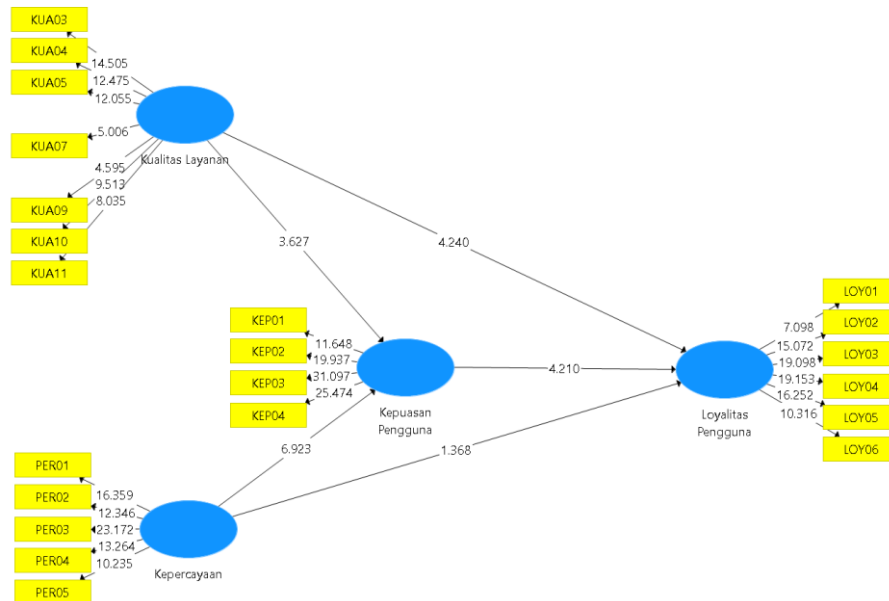
Source : *Processed data , 2024*

	Original Sample (O)	Sample Mean (M)	Sd Dev (STDEV)	T Statistics (|O/STDEV|)	P Values
Quality Service -> Satisfaction Users	0.292	0.294	0.081	3.627	0.000
Trust -> Satisfaction Users	0.487	0.492	0.070	6.923	0.000
Quality Service -> Loyalty Users	0.320	0.325	0.076	4.240	0.000
Trust -> Loyalty Users	0.112	0.121	0.082	1,368	0.172
Satisfaction Users -> Loyalty Users	0.392	0.384	0.093	4.210	0.000

Source : *Processed data , 2024*

Based on significance test results influence directly above , obtained results testing as following :

1. Quality Service own influence positive to satisfaction user with a loading factor of 0.292 with Tstatistic of 3.627 and p values of 0.000. Quality service own influence positive and significant to satisfaction user .

2. Trust User own influence positive to satisfaction user with a loading factor of 0.487 with Tstatistic of 6.923 and p values of 0.000. Confidence user own influence positive and significant to satisfaction user .

3. Quality Service own influence positive to loyalty user with a loading factor of 0.320 with Tstatistic of 4,240 and p values of 0.000. Quality service own influence positive and significant to loyalty user .

4. Trust User own influence positive to loyalty user with a loading factor of 0.112 with Tstatistic of 1.368 and p values of 0.172. Trust user own influence positive but No significant to loyalty user .

5. Satisfaction Users own influence positive to loyalty user with a loading factor of 0.392 with Tstatistic of 4,210 and p values of 0.000. Satisfaction Users own influence positive and significant to loyalty user .

Test Results Influence No Direct (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Std Dev (STDEV)	T Statistics (|O/STDEV|)	P Values
Quality Service -> Satisfaction Users -> Loyalty Users	0.114	0.115	0.046	2.496	0.013
Trust -> Satisfaction Users -> Loyalty Users	0.191	0.186	0.045	4.250	0.000

Source : Research Results ; Processed with Smart PLS 3.27, 2024

Based on significance test results influence No directly above , obtained results testing as following :

1. Quality Service own influence positive to loyalty user through satisfaction user with a loading factor of 0.114 with Tstatistic of 2,496 and p values of 0.013. The quality of service own influence positive and significant to loyalty user through satisfaction User . Satisfaction user mediate influence quality service to loyalty user .

2. Trust own influence positive to loyalty user through satisfaction user with a loading factor of 0.191 with Tstatistic of 4,250 and p values of 0.000. Quality service own influence positive and significant to loyalty user through satisfaction User . Satisfaction user mediate influence quality service to loyalty user .

Discussion
Influence Quality Service to Satisfaction Users Application READY to work

Research result This confirm that there is connection positive and significant between quality service and satisfaction user application Ready to Work Ministry of Manpower . Influence positive This indicates that the more tall quality services provided by the application Ready to work , increasingly tall level satisfaction felt by the user . In context application Ready to Work Ministry of Manpower , quality service covers various aspect like convenience usage , speed response , availability relevant information , and support effective technique .

Research by Suryantoro (2021) which observed quality service on service crossing passenger motor ship show that quality service and trust in a way partial influential significant to satisfaction consumers . Hidayatuloh & Budiman (2022) about user Domino's Pizza mobile app shows that complaint user to mobile application can cause dissatisfaction to quality services and can reduce desire user For continue its use .

Influence Trust to Satisfaction Users Application READY to work

Research result This show that there is connection positive and significant between trust user trust and satisfaction user application Ready to Work Ministry of Manpower . Trust users here can refers to confidence and belief user to application mentioned , including aspect data security , credibility information , and performance application . If user feel believe and trust in the application Ready to work , then level satisfaction user can increased . The findings this can also give guide strategic for the Ministry of Manpower in manage application Ready to Work . Efforts For increase trust user can covers steps concrete like improvement data security , transparency information , and clear communication about policy privacy .

Suryantoro (2021) shows that trust and satisfaction user own connection positive with satisfaction consumer in context service Veonnita & Rojuaniah (2022) regarding mobile banking users show that perception utility and satisfaction user influence trust and loyalty customer . research regarding e-commerce by Muthohar (2023) shows that trust and satisfaction customer influential in a way significant to loyalty customer .

Influence Quality Service to Loyalty Users Application READY to work

Findings This describe that quality service in a way positive and significant influence loyalty user to application Ready to Work Ministry of Manpower . Loyalty users here can interpreted as willingness and desire user For Keep going use application and select it back in the future . This result give indication that the more Good quality services provided by the application , the more tall level loyalty that can expected from user .

Findings by Nurhadi et al. (2022) highlight theme important that quality service electronic Still close the relation with satisfaction and loyalty customer in a way electronics . Research by Utama & Kusuma (2019) provides contribution with emphasize role satisfaction customer as a mediator between quality service , quality products , and loyalty

customers . Research by Sri Pudjarti et al. (2019) provides support addition with referring to the results Laurent's research (2016). Findings This create consistency in literature that shows connection positive between quality service and satisfaction customer .

Influence Trust Users to Loyalty Users Application READY to work

Findings study This show that trust user own influence positive but No significant to loyalty users on the application Ready to Work Ministry of Manpower serve dynamics interesting in context applications that are still in stage development (Beta Version). Although influence positive show that existence trust user can contribute to loyalty , insignificance to signify that other factors may also have significant role in to form loyalty user .

Rulian & Kurniawati (2023) regarding loyalty customer mobile banking customers in Indonesia show that trust and satisfaction influential positive to loyalty customers . In matter This , satisfaction also mediates connection between a number of factor such as expense, security, relative advantage, responsiveness, convenience, and trust with loyalty . Different with findings said , research related application Ready to Work highlight that quality service and trust direct influence loyalty users , while satisfaction user mediate connection between quality service and loyalty . research about loyalty consumer user service Auto 2000 workshop in Palembang by Warni (2022) shows that trust and commitment influential positive to loyalty consumers . Differences findings with study the can seen in focus factors that influence loyalty . While Auto 2000 research emphasizes trust and commitment , research application Ready to Work highlight role quality service and satisfaction user in to form loyalty . difference findings between study this and research previously can reflect diversity in preference user , perception quality services , and expectations they to digital employment services like Ready to Work .

Influence Satisfaction Users to Loyalty Users Application READY to work

Findings study This show that satisfaction user own influence positive and significant to loyalty users on the application Ready to Work Ministry of Manpower show importance prioritize experience positive user For create connection term long . In context this , satisfaction user refers to the extent to which the user feel satisfied with experience they use applications , including quality service , security , and usability .

Research result This give significant and in line contribution with a number of study previously in various context digital services . Research by Ismulyaty et al. (2022) on customers internet banking users at Bank Syariah Indonesia show that quality service and satisfaction Customer in a way partial influential to loyalty Customer internet banking users . Research by Hidayatuloh & Budiman (2022) who examined user Domino's Pizza Indonesia mobile application shows that quality service less mobile application satisfying can influence

quality and loyalty users . Findings This to imply that experience less users satisfying can influence perception quality and the end result influence level loyalty . . In general overall , results study application Ready to Work strengthen and complement findings previously , showing consistency in connection between quality service , satisfaction users , and loyalty users in various context digital services .

Influence Quality Service to Loyalty Users Application READY to work through Satisfaction Users

Research result This show that quality service own influence positive and significant to loyalty user application Ready to Work Ministry of Manpower Where influence the mediated in a way partial by satisfaction users . Findings This describe dynamics complex between variables studied . First , the quality services provided by the application Ready to Work own impact direct positive to loyalty user , shows that user tend more loyal and committed to application when they feel quality high service .

Study This proven in line and supportive findings previously conducted by Nurhadi et al. (2022), Sri Pudjarti , Nurchayati , and Honorata Ratnawati Bi Putranti (2019), and Ramli et al. (2021). Nurhadi et al. (2022) highlighted that quality service electronics (e-service quality) has close relationship with satisfaction and loyalty customer in a way electronics . Research by Sri Pudjarti et al. (2019) provides support addition with referring to the results Laurent's research (2016). Findings This create consistency in literature that shows connection positive between quality service and satisfaction customer .

Influence Trust Users to Loyalty Users Application READY to work through Satisfaction Users

Research result This disclose that trust user own impact positive and significant to loyalty user application Ready to Work Ministry of Manpower , where influence This fully mediated by satisfaction users . The importance of satisfaction user in mediation influence trust user to loyalty highlight that satisfaction play role central in to form behavior user . In matter this , satisfaction user No only just effect positive from trust , but also function as intermediary full (full mediation). This means , trust user No Again own impact straight to loyalty user after consider level satisfaction user .

Fadriansyah et al. (2022) related Customer Insurance Bumidaya . Findings they show that quality service influential positive and significant to satisfaction and trust . Winasih & Hakim (2021) provides confirmation addition that satisfaction and trust , together with other factors such as cost , security , profit relative , responsiveness , and comfort , affect loyalty customers . Ernawati & Yuliawati (2020) about clinic health in Bandung provides contribution significant with show that satisfaction play a role as variable strengthening moderation influence quality service to loyalty public user service clinic health .

CONCLUSION

Conclusion in study This show that quality service influential to satisfaction user application Ready to Work Ministry of Manpower . increasingly tall quality services , increasingly tall level satisfaction felt by the user . As for Trust users here can refers to confidence and belief user to application including , aspect data security , credibility information , and performance application . In matter quality service influence loyalty user application . Loyalty user Can interpreted as willingness and desire user For Keep going use application and select it back in the future . increasingly Good quality services provided by the application , the more tall level loyalty that can expected from user .

Trust user No influential direct to loyalty user application Ready to Work Ministry of Manpower . This finding presents interesting dynamics in context applications that are still in stage development (Beta Version). Although influence positive show that existence trust user can contribute to loyalty , insignificance to signify that other factors may also have significant role in to form loyalty user . satisfaction user influence loyalty users on the application Ready to Work Ministry of Manpower show importance prioritize experience positive user For create connection long -term .

Another conclusion also sees quality service influence loyalty user Where influence the mediated satisfaction user . user tend more loyal and committed to application when they feel quality high service . trust user influence loyalty user application Ready to Work Ministry of Manpower , where influence This fully mediated by satisfaction users . Findings This give deep understanding about dynamics connection between variables This is . show that trust the is one of driving factors user For still loyal to application said . quality service electronics and trust user own impact positive to satisfaction user , has implications significant managerial For party manager Application SIAPkerja Ministry of Manpower .

Trust user to Application READY to work become key in spur loyalty users . Therefore that , management need strengthen element trust with introduce transparent policy related data privacy , security information , and transaction processes . Informing user about steps security taken by the application can help relieve concern them and build trust . Strategy Improvement Loyalty through Strengthening Satisfaction User . Management can adopt strategies that focus on improving satisfaction user as key main in build loyalty . Increase quality service and trust must directed For fulfil expectations and needs user .

Trust user own influence positive but No significant to loyalty users on the application Ready to Work Ministry of Manpower , there is a number of recommendations that can under consideration For develop application Ready to work and encourage trust user in the form of ; 1) Analysis factor determinant trust users , 2) transparency and communication effective , 3) Training and education users , 4) Feedback and improvements sustainable , 5) Form partnerships and institutions security . Research This is study exploratory with amount

relative sample limited with using 2 variables predictor and 1 moderator variable . Research next recommended can involving amount more respondents Lots with add a number of variable such as perceived usefulness, perceived ease of use and interest For use application SIAPkerja Ministry of Manpower .

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