

THE INFLUENCE OF ELECTRONIC SERVICE QUALITY ON THE SATISFACTION OF USERS OF THE SMOOTH APPLICATION AT THE CLASS I CORRECTIONAL INSTITUTION IN MALANG



^{1*}M. Enrico Giralda Harsari, ² Naniek Pangestuti

^{1,2}Program Studi Manajemen Pemasarakatan, Politeknik Ilmu Pemasarakatan - Indonesia

e-mail:

^{1*}menricogiraldaharsari@gmail.com (*corresponding author*)

²naniekedi14@gmail.com

ABSTRACT

The aim of this research is to determine how influential the quality of electronic services is on public satisfaction among users of the 'smooth' application at the Class I Malang Correctional Facility. The researcher used a quantitative method with data collection techniques through questionnaires distributed to a sample of 129 active users of the 'smooth' application at the Class I Malang Correctional Facility. The data analysis used in this study includes simple regression analysis, significance testing, and determination testing, preceded by validity, reliability, and normality tests. The research results indicate that there is a significant influence of electronic service quality on public satisfaction. The research further reveals that electronic service quality affects public satisfaction by 61.2%, with the remaining 38.8% influenced by other variables not covered in this study.

Keywords: *Electronic Services; Public Satisfaction; Correctional Facility*



©2025 Copyright : Authors

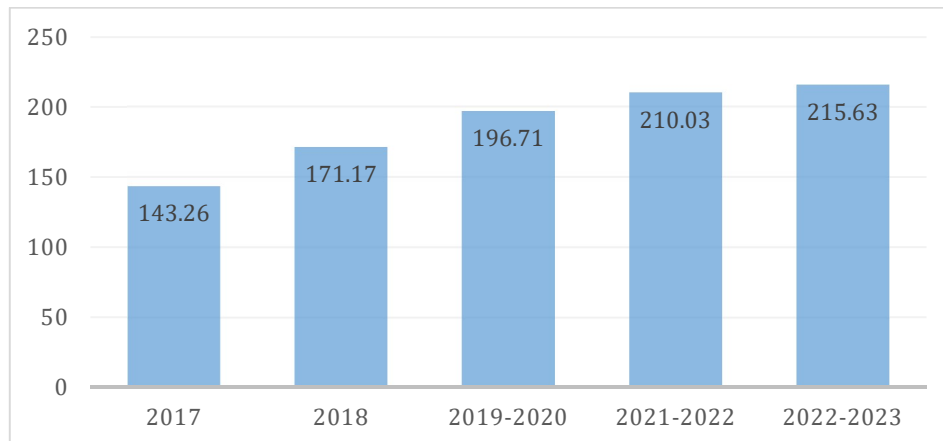
Published by : Program Studi Manajemen, Universitas Nusa Cendana, Kupang – Indonesia

This is an open access article under license :

CC BY (<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

Today's society views the internet as one of the necessities. In terms of public service, the advancement of globalization demands a fast-paced and easily accessible life, which must be implemented in government institutions. Providing services online is an example of adapting to modern times in the public service sector. This is supported by the increasing penetration of internet users in Indonesia, as detailed in Figure 1.



Source : APJII, 2024

Figure 1
Growth of Internet Users

Based on a survey released by the Indonesian Internet Service Providers Association (APJII), from 2022 to 2023, the number of internet users in Indonesia reached 215.63 million. This figure shows an increase of 2.67% from the previous period, where the number of internet users reached 210.03 million. This percentage is equivalent to approximately 275.77 million people or 78.19% of Indonesia's total population. The percentage of Indonesians using the internet increased by 1.17% from the previous year, where it was 77.02%. About 171.17 million people in Indonesia used the internet in 2018, rising to 196.71 million in 2019-2020. This data reflects consistent growth in the number of internet users in Indonesia each year.

With the increasing number of internet users each year, it is time for public services to improve their quality. However, the services provided by Indonesian government entities are still not optimal. The quality of services offered by government institutions remains low and can create a negative public image. The Indonesian Ombudsman received complaints and reports from the public regarding public services related to maladministration. There were 8,292 complaints received in 2022. Prolonged delays were the second most reported form of maladministration, with 1,456 complaints. Following this, the third most reported issue was failure to provide services, totaling 1,242 complaints, while the least reported issue was conflicts of interest, with only five complaints.

The correctional system has functions related to providing services, guidance, supervision, care, security, and observation as stated in Article 4 of Law No. 22 of 2022 on Corrections. In accordance with Law No. 25 of 2009 on Public Services, corrections as a state entity also provides public services to both internal and external communities. The relationship between the quality of services provided to a region and the level of success in meeting the needs of that region is crucial. Generally, success is the level of satisfaction or dissatisfaction individuals feel when comparing ongoing implementation with desired expectations (Eliza, 2015).

Malang Class I Correctional Facility is one of the correctional institutions under the supervision of the East Java Regional Office of Law and Human Rights. As of February 5, 2024, the number of prisoners serving sentences was 2,436, while the number of detainees reached 362. With the increasing number of prisoners handled by the Malang Class I Correctional Facility, the demand for public services has also increased. To improve service quality, the institution introduced an innovation in the form of a web-based application. This electronic service aims to enhance online services and provide all necessary information via the internet or digital platforms to all stakeholders (Naibaho and Pangestuti, 2022).

Smooth is a web-based application developed by Malang Class I Correctional Facility, which began operating in 2022 with the initial goal of achieving WBK and WBBM status. According to data from the General Affairs Department of Malang Class I Correctional Facility, the application had 193 active users as of March 2024, although it had been downloaded 6,339 times. The application offers several easy, efficient, fast, and transparent service features. Available services include self-service to view sentence details, remission, and integration services. Other features include online visitation registration, depositing goods and money for inmates through the cooperative, and a complaint service related to the correctional facility's services. Overall, this application makes it easier for the public or inmates to access public services without requiring significant time, cost, or effort. However, there are challenges, such as a lack of competent staff in information technology (IT), as Malang Class I Correctional Facility does not have its own IT department. This has resulted in dissatisfaction and ongoing complaints from the public or the families of inmates regarding public services.

The complaints received through the Smooth application in 2022 amounted to 63 complaints, while in 2023 there were 89 complaints from the public or families of correctional facility inmates. Overall, the total complaints from 2022 to 2023 reached 152 complaints. Based on the data, it is known that there are four categories of complaints within the total of 152 complaints: grievances, suggestions and criticisms, inquiries, and others. The largest category of complaints was grievances, accounting for 58%. The grievances reported by the public varied, ranging from complaints about direct services to issues with the use of the Smooth application. The increase in the number of complaints from 2022 to 2023, as well as the large number of grievances, is suspected to be due to the public's dissatisfaction with the quality of electronic services provided by Malang Class I Correctional Facility through the Smooth application. Based on the problem, it is interested in conducting a study of the influence of electronic service quality on public satisfaction with the Smooth Application users at Malang Class I Correctional Facility.

LITERATURE REVIEW AND HYPOTHESES

Demir et al.'s (2020) findings show that perceived value and customer satisfaction are directly influenced by the quality of electronic services, but do not directly affect the willingness to pay. The results also affirm that customer satisfaction and value perception are important variables in assessing the willingness to pay. However, this study focus on to explore how the quality of electronic services influences value perception and willingness to pay.

Rita et al's (2019) study results show that three aspects of e-service quality—namely website layout, security/privacy, and overall satisfaction—significantly influence e-service quality. However, the relationship between overall customer service and e-service quality does not show meaningful significance. The current study seeks to explore how e-service quality affects customer trust levels and customer behavior.

Vicramaditya (2021) explored the quality of digital administration and recognition contribute clearly and fundamentally to consumer loyalty and client resilience. Additionally, although data quality affects consumer loyalty, it negatively impacts client fidelity. There are differences and similarities between Vicramaditya's (2021) research and the current study. The goal of both studies is the same, which is to determine how customer satisfaction is influenced by the quality of digital services. However, the difference lies in the additional focus of their research, which aims to explore how customer satisfaction levels impact customer loyalty through perceived value and information quality.

Electronic Service Quality

According to Zeithaml et al. (2000) in Chandra and Tonny Hendratono (2018), electronic service quality (e-service quality) refers to the consumer's interaction with a website, involving all the steps that occur, including the evaluation of the website's performance in facilitating ease, effectiveness during shopping, and the delivery process during purchases.

Parasuraman et al. (1988) developed a service quality assessment tool known as the service quality assessment tool. In 1991, a revision was made, replacing the word "should" with "would," and in 1994, the number of dimensions was reduced from 21 to 10. However, only five dimensions were used to measure service quality, including tangibility, reliability, responsiveness, assurance, and empathy. Subsequently, Parasuraman et al. (2005) expanded service quality to include electronic service quality. In this study, the measurement of electronic service quality refers to Parasuraman et al. (2005). Four aspects are used to measure electronic service quality: efficiency, system availability, privacy, and fulfillment.

Public Satisfaction

Satisfaction is a condition where a person feels happy or disappointed depending on how well the goods or services received meet or exceed expectations (Kotler and Keller, 2009, in Lestari et al., 2022). : This study refers to the Theory of Public Satisfaction by Hawkins and Looney in Tjiptono (2015), and the indicators used are adopted from the study by Chang et al. (2009), which includes three question items: the alignment with expectations, the interest in returning, and the willingness to recommend.

Public satisfaction can be explained as the result of the discrepancies between the quality of service received by customers and their expectations of that service (Zeithaml and Bitner, 2009). The greater the discrepancy regarding the quality received versus expectations, the lower the level of public satisfaction will be. Conversely, if the quality received exceeds expectations, the level of public satisfaction will increase (Kotler and Keller, 2009). Thus, it can be stated that public satisfaction is the result of a comparison between the quality of service obtained and customer expectations.

Hypotheses

The researcher formulated the following research hypotheses:

- H₀: There is no effect of electronic service quality on the satisfaction of users of the Smooth application at Class I Correctional Institution Malang.
- H_a: There is an effect of electronic service quality on the satisfaction of users of the Smooth application at Class I Correctional Institution Malang.

METHOD

In this study, the researcher uses a quantitative method to investigate the effect of electronic service quality on the satisfaction of users of the Smooth application at Class I Correctional Institution Malang. The aim is to generate objective research data that can be clearly explained through statistical analysis in the form of numerical data. This study will use the regression test method to identify the relationship between the two variables that are the focus of the research, namely: Independent Variable (X): Electronic Service Quality and Dependent Variable (Y): Public Satisfaction

RESULTS AND DISCUSSION

To conduct a validity test measuring the accuracy of the instrument for the electronic service quality variable, which uses the electronic service quality scale by Parasuraman et al. (2005), the researcher employed 27 statement items on electronic service quality distributed to 129 sample respondents through a questionnaire. It is known that the r-table value for 129 sample respondents is 0.172, so a statement item can be considered valid if the r-calculated value is greater than 0.172. Additionally, a statement is considered valid if the significance value is less than 0.05 and the Pearson correlation is positive.

To conduct a validity test measuring the accuracy of the instrument for the public satisfaction variable, which uses the public satisfaction scale by Hawkins and Looney (in Tjiptono, 2015) and Chang et al. (2009), the researcher employed 6 statement items on public satisfaction, which were then distributed to 129 sample respondents in the form of a questionnaire. It is known that the r-table value for 129 samples is 0.172, so a statement item can be declared valid if the r-calculated value is greater than 0.172. Additionally, a statement is considered valid if the significance value is less than 0.05 and the Pearson correlation is positive.

To conduct a reliability test assessing the consistency of the instrument for the electronic service quality variable, which uses the electronic service quality scale by Parasuraman et al. (2005), the researcher employed 27 statement items on electronic service quality, which were then distributed to 129 sample respondents in the form of a questionnaire. If Cronbach's Alpha yields a value of $\alpha > 0.6$ (greater than 0.6), then the measurement instrument is considered reliable and can be used.

To conduct a reliability test assessing the consistency of the instrument for the public satisfaction variable, which uses the public satisfaction scale by Hawkins and Looney (in Tjiptono, 2015) and Chang et al. (2009), the researcher employed 6 statement items on public satisfaction, which were then distributed to 129 sample respondents in the form of a questionnaire. If Cronbach's Alpha yields a value of $\alpha > 0.6$ (greater than 0.6), then the measurement instrument is considered reliable and can be used.

Discussion

This research began with a normality test to assess the data distribution, followed by a simple linear regression test to examine the relationship between variables. The significance test determines whether the hypothesis is accepted or rejected, and the determination test measures the influence of variable X on Y. This study also analyzes the perceptions of users of the Smooth application at Class I Correctional Institution Malang regarding electronic service quality, utilizing descriptive analysis. According to Parasuraman (2005), electronic service quality refers to how well a website facilitates processes efficiently. Rowley (2006) adds that this quality involves information technology in service delivery.

The study results show that 3.1% of respondents rated the service as low, while 96.9% rated it as moderate, with no respondents in the high category. This indicates aspects of the service that need improvement, even though overall, the service is considered quite satisfactory, particularly in terms of efficiency, system availability, and privacy.

The findings indicate that the electronic service quality of the Smooth application at Class I Correctional Institution Malang is generally positive. The application facilitates visit services, the deposit of goods and money, and access to inmate information. Despite some users rating it low, this is attributed to a lack of user understanding and technical issues such as system downtime.

Good electronic service quality has positive impacts, such as user satisfaction and loyalty, as well as increased operational efficiency. Conversely, low quality can lead to dissatisfaction, affect efficiency, and harm the institution's reputation.

In terms of efficiency, 96.9% of respondents rated it as moderate, indicating that the service is sufficiently efficient. The Smooth application is considered fast in processing requests and easy to use. The intuitive interface design allows inmates' families to access information without confusion. Class I Correctional Institution Malang strives to provide beneficial and memorable services without excess, resulting in a favorable evaluation of efficiency.

The system availability dimension of the Smooth application at Class I Correctional Institution Malang was rated as moderate by 95.3% of respondents (123 people), indicating that the application can be accessed anytime without time and place restrictions. However, 4.7% rated it low due to system errors and signal issues. The fulfillment dimension was also rated as moderate by 96.1% of respondents (124 people), reflecting timely service and the appropriateness of the information provided through the application. Respondents felt the service met its promises, but continuous improvement is still needed.

In the privacy dimension, 95.3% of respondents rated it as moderate, indicating that the majority of users feel their personal information is secure. The Correctional Institution must maintain data confidentiality to enhance users' sense of security. Overall, the electronic service of the Smooth application is rated positively, with several areas needing improvement, such as security systems to prevent data breaches and ensure user satisfaction.

Public satisfaction is key to the success of public services, occurring when needs are met. Community loyalty reflects their level of satisfaction. This study measures public satisfaction with the Smooth application at Class I Correctional Institution Malang, encompassing three dimensions: alignment with expectations, interest in returning, and willingness to recommend.

The results show that the majority of respondents feel fairly satisfied, with moderate perceptions across these three dimensions. The influence of electronic service quality on public satisfaction is significant, with a contribution of 61.2%. Factors such as timeliness, ease of access, and privacy security play important roles in creating satisfaction. This study aligns with previous research, which states that electronic service quality positively affects user satisfaction. Enhancing electronic services will positively impact the loyalty and satisfaction of Smooth application users.

CONCLUSION AND SUGGESTIONS

The perception of the public users of the Smooth application at Class I Correctional Institution Malang regarding electronic service quality is quite good, as indicated by the majority of respondents falling into the moderate category. This shows that Class I Malang, through the Smooth application, provides good public services to inmates and their families, thereby achieving the organization's objectives.

The public users of the Smooth application at Class I Correctional Institution Malang have a fairly positive perception of public satisfaction, as indicated by the respondents' responses falling into the moderate category. This suggests that users have a good level of public satisfaction, which will elicit feedback for evaluation and control of Class I Correctional Institution Malang in improving its electronic services.

There is a proven positive influence of electronic service quality on the satisfaction of public users of the Smooth application at Class I Correctional Institution Malang. This indicates that electronic service quality has a beneficial impact on the satisfaction experienced by users of the application. The level of influence of electronic service quality on the satisfaction of public users of the Smooth application at Class I Correctional Institution Malang is 61.2%, while the remaining 38.8% is influenced by other variables.

The leadership is expected to maintain or even enhance the electronic service quality of the Smooth application to provide online services to the external community, specifically the families of inmates at Class I Correctional Institution Malang. It is hoped that improving electronic service quality will make employees more effective and efficient in carrying out their duties.

The already good public satisfaction must be maintained and improved. Leadership should also provide training to all employees on the procedures and systems of the Smooth application. Furthermore, leaders should enhance oversight of their subordinates and the development of the Smooth application, so that service quality continues to improve and has a positive impact on the families of inmates, making Class I Correctional Institution Malang a better place. This is important because employees do not yet fully understand how to use the Smooth application.

Since there is proven evidence of the influence of electronic service quality on public satisfaction, it is hoped that similar research can be conducted to provide recommendations to leadership on how to improve electronic service quality, thereby increasing public satisfaction as well.

REFERENCES

- Chang, H. H., Wang, Y., & Yang, W. (2009). The impact of e-service quality , customer satisfaction and loyalty on e-marketing : Moderating effect of perceived value. 3363. <https://doi.org/10.1080/14783360902781923>
- Demir, A., Maroof, L., Sabbah Khan, N. U., & Ali, B. J. (2020). The role of E-service quality in shaping online meeting platforms: a case study from higher education sector. *Journal of Applied Research in Higher Education*, 13(5), 1436–1463. <https://doi.org/10.1108/JARHE-08-2020-0253>
- Eliza. (2015). Analisis Kepuasan Masyarakat Atas Kualitas Pelayanan Kantor Kecamatan Siberut Selatan Kabupaten Kepulauan Mentawai. *Journal of Chemical Information and Modeling*, 7(1), 65–73.
- Kotler, P., & Keller, K. L., (2009). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.
- Naibaho, E., & Pangestuti, N. (2022). Pengaruh Kualitas Layanan Elektronik terhadap Kepuasan Masyarakat yang Menggunakan Aplikasi NAPIGO 2.2 di Rutan Kelas I Labuhan Deli. *As - S A B I Q U N Jurnal Pendidikan Islam Anak Usia Dini*, 5, 1–13.

- Parasuraman, A., Zeithaml, A. V., & Malhotra, A. (2005). A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*, Volume 7, No. 3, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Rita, P., Oliveira, T., & Farisa, A. (2019). Heliyon The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(August), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Tjiptono, F., 2015. Strategi Pemasaran Edisi 4, Yogyakarta: Andi.
- Undang-Undang Nomor 25 Tahun 2009 Tentang Pelayanan Publik
- Undang-Undang Nomor 19 Tahun 2016 Tentang Informasi dan Transaksi Elektronik
- Undang-Undang Nomor 22 Tahun 2022 Tentang Pemasyarakatan
- Zeithaml, V. A., Bitner, M. J & Gretnler, D. D. (2009). *Service marketing: integrating customer focus across the firm*. New York: McGraw-Hill Companies Inc.