



## Customer Satisfaction And Electronic Service Quality On Online Quarantine Check Applications

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**Abstract.** This Study Aims To Measure The Model Of Increasing Customer Satisfaction Through Electronic Service Quality And Influenced By Customer Trust. Data Collected From 100 Users Of Plant Quarantine Services At The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang Were Processed Using The Structural Equation Model-Partial Least Square (Sem-PLS) Modeling Technique. The Results Showed That Electronic Service Quality Positively And Significantly Influenced Customer Trust Of Plant Quarantine Service Users At The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang. Customer Trust And Electronic Service Quality Variables Have A Significant Positive Effect On Customer Satisfaction. This Research Contributes To Helping The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area At Home And Abroad By Providing Appropriate Strategies To Understand The Customer Satisfaction Of Plant Quarantine Service Users Of The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area. This Strategy Is Then Expected To Boost The Increase In Customer Satisfaction Of Plant Quarantine Services At The Agricultural Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang. The Novelty Of This Research Lies In The Fact That It Is The First To Empirically Use The Electronic Service Quality Model Through The Online Quarantine Inspection Request By Integrating Customer Trust To Analyze The Customer Satisfaction Of The Plant Quarantine Service Of The Agricultural Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area.

**Keywords:** Electronic Service Quality, Customer Trust, Customer Satisfaction

## INTRODUCTION

The Internet Has Changed The Way Many Organizations Communicate And Deliver Goods And Services Within An Industry. The More Commonly Known E-Service Quality Is Now Recognized As One Of The Critical Success Factors Of E-Business. E-Service Encounters Between Consumers And Service Providers Differ From The Traditional Physical Encounters Experienced In Conventional Services Due To The Absence Of Service Staff; The Absence Of Traditional Tangible Elements, And Customer Self-Service. Therefore, Increasing Attention Is Being Paid To The Transition Of The E-Industry And As A Consequence, The Identification Of The Determinants Of Success Or Failure Has Now Evolved From Establishing An Information-Rich Web Presence And Offering Low Prices To Delivering High-Quality E-Services That Attract, Satisfy And Retain Customers (Trocchia And Janda, 2003).

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Despite The Increasing Use Of Internet Technology By Business Organizations And Consumers As A Marketing Communication Tool And Distribution Channel, There Is Limited Research On How Consumers Evaluate E-Services, And What Dimensions Of E-Service Delivery Quality Are Appropriate. There Is Still A Lack Of Understanding Of How Perceived E-Service Quality Influences Consumers' Positive Experiences And Subsequent Behavior In The Internet Environment. Understanding The Specific Drivers Of Service User Behavioral Outcomes Is Critical For Management To Effectively Design E-Service Strategies To Ensure That Appropriate Resources Are Allocated To Increase Customer Loyalty And Develop Long-Term Jan Relationships (Novak Et Al., 2000; Zeithaml Et Al., 2002).

Ppk-Online Stands For Application For Online Quarantine Inspection And Is An Innovation From The Agricultural Quarantine Agency, A Web-Based Application. The Application Is To Facilitate Users Of Quarantine Services In Applying For Animal And Plant Quarantine Inspection Online. Iqfast One Stop Services (Oss) Which Allows Interconnection And Interoperability Of All Types Of Quarantine Services Both Internally And Externally In Order To Realize The Improvement Of Service Aspects As Well As Optimization Efforts In The Aspect Of Supervision.

Iqfast As Barantan's One Stop Electronic Service Service Creates Big Data And Divides It Into Five Clusters. The Usage Clusters Are Front Service, Third Party Interface, Core Service, Decision Making Services, And Backoffice Services. Then In August 2019, Iqfast Provided A New Facility Or Feature In The Form Of An Export Agricultural Commodity Map Imace (Indonesian Map Of Agricultural Commodities Export). This Feature Is Utilized By Local Governments For The Guidance And Development Of Superior Export Commodities. "It Also Provides Information To The Public Regarding Potential Export Commodities And Their Destination Countries.

Iqfast Was Pioneered By The State Civil Apparatus (Asn) Of Barantan, And Supported By The Center For Agricultural Data And Information Systems Under The Secretary General Of The Ministry Of Agriculture. This System Has Been Built Gradually Since The Iqfast Master Plan Was Established In 2016. Starting From Changes To The Basic Regulations, To The Implementation Of Merging Into One Data Center. Currently, Iqfast Is Accessed By More Than 2,000 To 3,000 Users Per Day. Iqfast Is Expected To Inspire The Public To Comply And Help Protect Indonesia's Agricultural Resources, As Well As Encourage The Export Of Agricultural Products. The Iq Fast Application Is Easily Applied To Many Similar Public Service Systems. According To Him, The Key To Success Lies In The Legal Umbrella, Process

Clarity, And Leadership Commitment. The Data Center As The Main Data Is An Important Point Which Is Then Translated Into Various Services Or Information As Needed.

The Problems That Exist In The Service Of The Agricultural Quarantine Class 1 Semarang Achmad Yani Airport Working Area Semarang During April To September 2023 Where In April There Were 211 Submissions, Then Successively May 335, June 338, July 340 August 304, September 290 Submissions, The Number Of Submissions That Experience Fluctuations With A Downward Trend Can Be Seen From The Number Of Submissions From April To September 2023, This Illustrates That Customer Satisfaction With The Services Provided Is Experiencing Problems. Customer Satisfaction That Is Not Obtained If The User Of The Agricultural Quarantine Service Wilker Achmad Yani Airport Semarang Can Switch To Another Service Wilker Which Ultimately Decreases The Frequency Of Inspection Submissions.

Limited Research Has Also Simultaneously Assessed E-Service Quality, Customer Trust In Relation To Customer Satisfaction. This E-Network May Be Instrumental In Holistically Understanding Consumers' E-Service Experiences Across All Types Of Sites. Therefore, The Purpose Of This Study Is To Enhance Our Understanding Of E-Service Quality And Examine Its Relationship With Key Consumer Behavioral Outcomes In The Context Of Content-Based Websites. To This End, A Conceptual Framework Is Developed, Which Leads To Specific Hypotheses With Respect To The Relationship Between E Service Quality, Customer Trust And Customer Satisfaction In An Online Context. The Research Design Is Outlined, Followed By The Presentation Of Results And Findings. Managerial Implications Are Provided, As Well As Directions For Future Research.

## **LITERATURE REVIEW**

### **E-Service Quality**

Rust And Oliver (1994) Identified E Service Quality As One Of The Main Driving Forces Of Business Sustainability And Considered It Essential To The Achievement Of The Company. Research On Internet Service Quality Mainly Stems From Previous Research On Service Marketing That Led To The Concept Of Service Quality, By Scholars Such As Parasuraman Et Al (2005). The Study Of Internet Service Quality Began When Watson And Goodhue Introduced Webqual, A Scale For Assessing Website Quality. In 2000 Itself The E-Sq And E-Servqual Models Were Developed By Zeithaml, Parasuraman And Malhotra

E-Service Quality Remains A Major Topic Of Concern For Both Academics And Practitioners. In The Service Industry, Its Definition Tends To Focus On How Well A Service Provider Meets Or Exceeds Its Customers' Expectations (Lewis And Booms, 1983). Service Quality Is Defined As "A Global Judgment Or Attitude Relating To The Overall Excellence Or Superiority Of A Service" (Parasuraman Et Al., 1988). Nonetheless, The Meaning And Measurement Of Service Quality Differs Significantly In The Online Context Due To The Unique Nature Of The Interaction Between Customers And Service Providers (Ribbink Et Al. 2004). In Its Simplest Form, E-Service Quality Is Defined As "As Consumers' Overall Evaluation And Judgment Of The Superiority And Quality Of The E-Services Offered By Halal Banking In The Virtual Marketplace" (Santos, 2003, P. 235).

E-Service Quality Provides Some Unique Services That Are Not Available In Offline Banking, Such As Lack Of Interpersonal Interaction, Ubiquity And Localization (Bauer Et Al., 2005). The Expansion Of E-Service Quality Means Access To Banking Services Anytime And From Anywhere (Al-Hawari, 2015). In 2005 Parasuraman Et Al. Further Developed Es-Qual, A Multiple Item Scale For Assessing Electronic Service Quality. The Basic Es-Qual Scale Developed In This Study Is A 22-Item Scale Consisting Of Four Dimensions: Efficiency, Fulfillment, System Availability, And Privacy. The Constructs Are Defined As Efficiency Which Is The Ease And Speed Of Accessing And Using The Site; Fulfillment Is Defined As The Extent To Which The Site Promises Regarding The Delivery Of Orders And Goods System Availability Is The Correct Technical Functioning Of The Site; Privacy Is The Extent To Which The Site Is Secure And Protects Customer Information. In This Study, Three Constructs Are Used, Namely Efficiency, Fulfillment, And System Availability, Privacy Items Are Not Used Because They Relate To Privacy Data That Must Be Kept Confidential To Service Users (Tianxiang Sheng, Chunlin Liu, (2010).

### **Customer Trust**

Wilson (1995) Defines Trust As The Cornerstone Of A Fundamental Relationship Model. Trust Involves A Person's Expectation That Another Person Will Behave In A Certain Way (Schurr And Ozanne, 1985). When Defining Trust Moorman Et Al. (1993) Refer To The Willingness To Rely On An Exchange Partner Whom One Trusts. Trust Is Logically And Experientially An Important Variable In Relationships, As Shown By The Marketing Literature (Orth And Green, 2009; Moorman Et Al., 1993). Although The Conceptualization Of Trust Varies Widely Depending On The Specific Study Domain, In Business-Related Literature, Trust Is Viewed As The Belief That The Exchange Party Is Capable Of Fulfilling Its Obligations, Is Motivated To Seek Mutual Benefits And Does Not Abuse The Relationship

(Morgan And Hunt, 1994). In Business, Trust Is Seen As One Of The Most Relevant Precursors Of Stable And Collaborative Relationships.

Customer Trust Is Generated When Customers Observe Employee Knowledge And Responsiveness, Then Separately Evaluate This Trust From Other Dimensions Of Service Quality (Parasuraman Et Al., 1988). Social Exchange Theory, Which Underlies Much Relationship Research In Marketing And Other Disciplines, States That Trust Is A Necessary Element In Relationships (Blau, 1964). Trust Consists Of Perceptions Of Credibility And Benevolence And Has Two Levels: Customers Trust One Particular Service Representative; And Customers Trust The Institution (Liu Et Al., 2011; Rauyruen And Miller, 2006).

In This Study, The Customer Trust Construct Consists Of Three Items (Seyed Sahin Et Al., 2014). Respondents Were Asked To Indicate The Extent To Which They Agreed With The Following Statements: New Service Information, Make And Fulfill Promises, The Service Information Provided Is Accurate.

### **Customer Satisfaction**

Customer Satisfaction Is A Positive Assessment Of The Overall Service Experience With A Service Provider And Results In An Affective State For The Customer (Dagger And O'brien, 2010). Satisfaction Has Been Used As The Most Frequently Occurring Outcome In Previous Good Relationship Literature (Hennig-Thurau Et Al., 2006). Researchers Provide Several Arguments To Justify Satisfaction As An Outcome Of Rapport. First, Rapport Is A Product Of Employees Showing Positive Emotions, Particularly Smiling (Hennig-Thurau Et Al., 2006), Which Provides Psychological Comfort And Increased Customer Satisfaction. Second, Rapport Between Customers And Service Employees Increases The Accuracy Of Service Providers' Knowledge Of Customers' Individual Needs, Enabling Them To Better Satisfy Customers (Macintosh, 2009). Finally, Good Relationships With Employees Provide Customers With Clear Expectations Regarding The Service Provider's Capacity (Gremler And Gwinner, 2000), Which Helps Customers To Adjust Their Expectations Regarding Performance More Precisely, Resulting In Greater Satisfaction.

Satisfaction Is A Person's Feeling Of Pleasure Or Disappointment That Arises From Comparing Perceived Product Performance With Expectations. It Is A State Of Experience That May Vary In Intensity But Not In Quality (Stauss And Neuhaus, 1997) (1) Efficiency: Ease And Speed Of Accessing And Using The Site; (2) Fulfillment: The Extent Of The Site's Promises Regarding The Delivery Of Orders And Goods Various Authors Reflect The Idea That Satisfaction Is A Feeling Resulting From The Process Of Evaluating What Has Been Received Against What Was Expected, Including The Purchase Decision Itself And The Needs

And Wants Associated With The Purchase (Armstrong And Kotler, 1996). Customer Satisfaction Is The Main Mental State Of The Customer Which Consists Of Two Things (1) Expectations Before Purchase (2) Perceptions Of Performance After Purchase (Oliver, 1997). Bitner And Zeithaml (2003) State That Satisfaction Is A Customer's Evaluation Of A Product Or Service In Terms Of Whether The Product Or Service Has Met Their Needs And Expectations. According To Boeselie Et Al. (2002) Satisfaction Is A Positive Affective State Resulting From An Assessment Of All Aspects Of A Party's Working Relationship With Another Party.

Customer Satisfaction Is Defined As The Result Of A Comparison Between What The Customer Expects About The Service Provided By The Service Provider And What The Customer Actually Receives (Caruana Et Al., 2000). If The Services Provided By An Organization Meet Customer Needs And Expectations, This Can Then Result In Higher Customer Satisfaction (Walker Et Al., 2006). In This Study, Customer Satisfaction Is Measured Using 3 Indicators According To Norizan Kassim Et Al. (2010), Namely: Satisfied With Online Services, Happy With The Organization Online And The Organization's Website Online

### **Hypothesis Development**

#### **The Effect Of E-Service Quality On Customer Trust**

Elements Of E-Service Quality Are Expected To Influence E-Trust Directly (Grönroos, 2001), As They Represent Trust Cues That Convey Site And System Trustworthiness To Customers. In A Review Of Studies On Online Trust, Grabner-Krauter And Kalusha Even Interpret E-Quality Determinants As Trust, I.E. Trusting Beliefs, And Repurchase Intentions As Trusting Intentions. Furthermore, Corritore Et Al. Refer To Websites As Trust Objects And Suggest That Navigation Architecture And Design Elements Have A Direct Effect On Trust. Research Conducted By Sukunya Kundu Et Al., (2015) States That E Service Quality Is Able To Label Customer Satisfaction. Other Supporting Research Is (Karin Boonlertvanich, 2019; Hayford Amegbe, 2019; Che Hui Et Al., 214). The Hypothesis Proposed Is:

H1: E Service Quality Affects Customer Trust

#### **Effect Of E Service Quality On Customer Satisfaction**

In The Context Of The Internet, E-Service Quality Is Defined As Consumers' Overall Evaluation And Assessment Of The Quality Of E-Service Delivery In The Internet Marketplace (Santos, 2003). Consistent With The Traditional Definition, It Is The Provision Of A Superior Consumer Experience In All Aspects Of Services Delivered Through An Organization's Website. In Addition, It Has Also Been Identified By Long And Mcmellon (2004) That Consumers Primarily Make Evaluations And Judgments Of E-Service Quality

Based On Specific Attributes Of The Website Interface Due To The Limited Human Interaction With Service Providers In E-Service Delivery. Consequently, Consumers Must Evaluate Attributes Differently From Those Experienced In Conventional Services Or Rely On Attributes That Differ Entirely From Those Used In Traditional Industries (Cox And Dale, 2001; Long And McMellon, 2004). By Therefore, With This In Mind, The Focus Here Is On The Interaction Between The Consumer And The Website Interface.

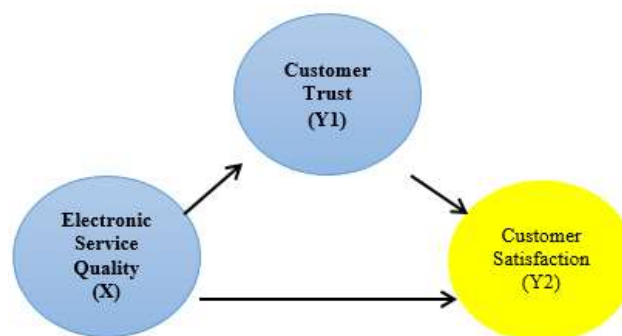
Existing Research Suggests That Consumer Satisfaction Is Most Likely Driven By Website Characteristics (E.G. Ease Of Use), As Websites Are The Primary Interface Between Consumers And Firms (Anderson And Srinivasan, 2003; Bansal Et Al., 2004). Furthermore, Various Quality Attributes Seem To Have A Significant Positive Impact On Consumer Satisfaction (Cristobal Et Al., 2007) Driving Consumer Satisfaction. Consequently, Positive (Or Negative) Consumer Perceptions Of The Quality Of Various E-Service Attributes Will Result In Satisfaction (Or Dissatisfaction) With The E-Service Provided Through The Website. That Is, If The E-Service Provided Is Evaluated As A High-Quality Service, Then Satisfaction Will Be Generated. The Proposed Hypothesis Is:

H2: E Service Quality Affects Customer Satisfaction

### **Effect Of Customer Trust On Customer Satisfaction**

In This Study, We Define Trust As The User's Overall Perception Of Confidence In Mobile Services. Even In Mobile Commerce, Users Seem To Be More Trusting In Providing Information Than In An Online Environment. In Previous Studies (Rezaei And Amin, 2013; Chen, 2013), Trust Has Been Shown To Be An Important Factor In Influencing Consumer Behavior Towards Certain Technologies, Especially In Uncertain Environments, Such As E-Commerce (Zarmpou Et Al., 2012). Like Online Transactions, Online Services Also Involve High Levels Of Uncertainty And Unpredictability. Research Conducted By Muslim Amin Et Al., 2014; Mohd-Any Et Al., 2019; Sharifi Et Al., 2014) Found That Customer Trust Can Create Customer Satisfaction. The Hypothesis Proposed Is:

H3: Customer Trust Affects Customer Satisfaction.



**Figure 1. Research Model**

## **METHODOLOGY**

This Study Used A Purposive Sampling Technique To Obtain Data. A Self-Administered Questionnaire Was Used To Explain Each Construct Item In The Conceptual Model. The Questionnaire (In Google Forms) Was Distributed Online Through Social Media To 100 Respondents During One October 2023. Respondents Were Determined By The Question Who Knew About The Online Quarantine Inspection Request (Ppk-Online) And Had Used It. The Respondent Is Someone Who Represents A Company Or Works For A Company That Uses The Plant Quarantine Services Of The Semarang Class 1 Agricultural Quarantine Center For The Achmad Yani Semarang Airport Working Area.

Demographic Results Show An Almost Equal Ratio Of Males (78 Percent) And Females (22 Percent) Of The Total Respondents. Based On Age, Most Respondents Are In The Age Group 26-35 (42 Percent), Then The Age Group 17-25 (23 Percent), For The Age Group 35-40 (27 Percent), And The Age Group Above 40 (8 Percent). This Shows That The Majority Of Respondents Have A Mature Age In Terms Of Handling The Information System That Will Be Used. 20 Percent Are High School Graduates, 10 Percent Are Diploma Graduates, 58 Percent Are Bachelor Graduates And 12 Percent Are Master Graduates. All Respondents (100 Percent) Knew About The Online Quarantine Inspection Request System.

### **Data Collection**

#### **Research Instrument And Measurements**

The Questionnaire In This Study Uses A 5-Point Likert Scale (1 = Strongly Disagree To 5 = Strongly Agree). It Contained Respondent Instruments Including Gender, Age, Education Level, And Tenure. Instruments From Several Previous Studies Were Adopted To Develop The Questionnaire. E-Service Quality Uses Three Constructs Each, Namely Efficiency, Fulfillment, And System Availability Modified From Previous Research (Tianxiang Sheng, Chunlin Liu, (2010). Customer Trust Uses Three Items (Seyed Sahin Et Al., 2014) Respondents Were Asked To Indicate The Extent To Which They Agree With The Following Statements: New Service Information, Make And Fulfill Promises, The Service Information Provided Is Accurate. Customer Satisfaction Is Measured Using 3 Indicators According To Norizan Kassim Et Al., (2010), Namely: Satisfied With Online Services, Happy With The Organization Online And The Organization's Website Online. Before Conducting The Survey, A Pre-Test Was Conducted On 30 Respondents From The Survey Population To Ensure No Major Changes Were Required And The Questionnaire Was Ready To Use



## Data Analysis

This Research Applies The Sem-Pls Analysis Technique By Considering That It Is A Comprehensive Multivariate Approach To Statistical Analysis That Can Simultaneously Test Every Relationship Between Constructs In The Conceptual Model, Including Measurement And Structural Components (Hair Et Al., 2019). The Measurement Model And Structural Model Are The Two Sub-Models That Exist In This Sem-Pls Measurement And Analysis (Hair Et Al., 2019). The Measurement Model Includes Outer-Loading With A Cut-Off Value Of 0.6 Or More And Average Variance Extract (Ave) Which Is Valid And Acceptable When The Value Is 0.5 Or More (Hair Et Al., 2019). This Reliability Value Refers To Composite Reliability With A Minimum Recommendation Of 0.7 And A Maximum Of 0.9 To Obtain Reliable Data (Hair Et Al., 2019). The Measurement Model Evaluates The Reliability And Validity Of Reflective Constructs, While The Structural Model Evaluates The R2 Coefficient, And The Path Coefficient (Hair Et Al., 2019).

## RESULT AND DISCUSSION

### Measurement Model

First, The Measurement Model Tests The Reliability And Validity Of The Constructs. The Table Below Presents The Outer Loading Results For All Items With Cut-Off Values Above 0.7 (Hair Et Al., 2017). The Results Show That All Composite Reliability And Ave Values Are Higher Than The Cut-Off Value, With 0.7 And 0.5 Respectively, Which Means That The Reliability And Validity Of The Constructs Are Valid And Acceptable (See Table 1) (Hair Et Al., 2017). Furthermore, The Fornell-Larcker Criterion Tests Discriminant Validity, Resulting In All Latent Variables Having Higher And Greater Values Than The Indicators (See Table 2) (Fornell And Larcker, 1987). Based On The Previously Described Criteria, This Measurement Model Is Accepted.

**Table 1. Loading, Composite Reliability, Ave**

Construct/Item	Loading	Composite Reliability	Ave
Electronic Service Quality		0.962	0.920
Esq1 <- Esq	0.960		
Esq2 <- Pu	0.980		
Esq3 <- Pu	0.937		
Customer Trust		0.975	0.945
Ct1 <- Ct	0.958		
Ct2 <- Ct	0.967		
Ct3 <- Ct	0.990		
Customer Satisfaction		0.943	0.896
Cs1 <- Cs	0.967		
Cs2 <- Cs	0.920		
Cs3 <- Cs	0.951		

**Table 2 Discriminant Validity**

	Cs	Ct	Esq
Customer Satisfaction	0.946		
Customer Trust	0.802	0.972	
Electronic Service Quality	0.826	0.686	0.959

Note: Cs: Customer Satisfaction, Ct: Customer Trust, Esq: Electronic Service Quality.

### Structural Model

Before Testing The Structural Model, The Inner Model Is Tested Using Goodness Of Fit (Gof) Analysis To Determine Whether The Proposed Model Meets The Validity And Reliability Criteria And Is Suitable For Further Structural Analysis (Tenenhouse Et Al., 2005). Gof Consists Of The R<sup>2</sup> Value Obtained From The Average Value Of Ave And R<sup>2</sup> (Hair Et Al., 2019). The Gof Value Has Small (0.10 - 0.24), Medium (0.25 - 0.35), And Large (0.36) Criteria (Hair Et Al., 2019). The Gof Value In This Research Model Is 0.614 > 0.377, Including Large Criteria. This Means That All Aspects Of The Model-Forming Variables Used In This Study Have Good Quality And Good Data Fit In Explaining The Hypothetical Model (See Table 3).

**Table 3 Goodness Of Fit**

Variable	Ave	R <sup>2</sup>
Electronic Service Quality	0.920	
Customer Trust	0.945	0.471
Customer Satisfaction	0.896	0.787
Average Score	0.920	0.629
Ave X R <sup>2</sup>		0.579
Gof = $\sqrt{(\text{Ave} \times \text{R}^2)}$		0.761

Inner Model Evaluation Uses R<sup>2</sup> Interpretation To Measure Its Accuracy. The E Service Quality Variable Affects Customer Trust By 0.471 (47.10 Percent). The Customer Satisfaction Variable Is Influenced By E Service Quality And Customer Trust By 0.787 (78.70 Percent) While The Rest Is Influenced By Other Factors (See Table 3).

Testing Goodness Of Fit The Structural Model In The Inner Model Uses The Predictive-Relevance Value (Q<sup>2</sup>). If The Q-Square Value Is Greater Than 0 (Zero) It Can Be Said That The Model Has A Predictive-Relevance Value. The R-Square Value Of Each Endogenous Variable In This Study Can Be Seen In The Calculation Below. This Research Can Be Seen In The Calculations Below:

$$Q^2 = 1 - (1 - R_1)(1 - R_2)$$

$$Q^2 = 1 - (1 - 0.471)(1 - 0.787)$$

$$Q^2 = 1 - (0.529)(0.213)$$

$$Q^2 = 1 - 0.113$$

$$Q^2 = 0.887 \text{ Or } 88,7\%$$

The Results Of The Above Calculations Show A Predictive-Relevance Value Of  $0.887 > 0$ . With This, 88.7% Of The Variation In The Customer Satisfaction Variable (Dependent Variable) Can Be Explained By The Variables Used. Thus The Model Can Be Said To Be Kayak Has A Relevant Predictive Value.

The Next Discussion Is Hypothesis Testing. The Test Results Show That Electronic Service Quality Has A Positive And Significant Effect On Customer Trust (0.686; P-Value 0.000), So H1 Is Proven. Electronic Service Quality Has A Positive And Significant Effect On Customer Satisfaction (0.509; P-Value 0.000), So Hypothesis H2 Is Proven. The Customer Trust Variable Has A Positive And Significant Relationship With Customer Satisfaction (0.465; P-Value 0.001), So Hypothesis H3 Is Justified (See Table 4).

**Table 4 Hypotheses Testing**

	Hypotheses	B	T-Value	P-Value	Result
H1	Electronic Service Quality -> Customer Trust	0.686	9.379	0.000	Accepted
H2	Electronic Service Quality -> Customer Satisfaction	0.522	4.450	0.000	Accepted
H3	Customer Trust -> Customer Satisfaction	0.444	3.371	0.001	Accepted
Indirect	Electronic Service Quality -> Customer Trust -> Customer Satisfaction	0.305	2.970	0.004	Accepted

The Results Of Indirect Testing Of The Effect Of Electronic Service Quality On Customer Satisfaction Through Customer Trust With A Value Of 0.305 And A P Value Of 0.004 Illustrate That Customer Trust Is Able To Mediate The Effect Of E Service Quality On Customer Satisfaction (See Table 4).

## Discussion

This Study Is To Test The Model Of Creating Customer Satisfaction Through Electronic Service Quality And Customer Trust. This Model Is Suitable For Predicting In Creating Customer Satisfaction, Based On The Results Of The R Square And Gof Values On Satisfactory Criteria. All Aspects Of The Model-Forming Variables Used In This Study Have Good Quality And Good Data Suitability In Explaining The Hypothesis Model. Although There Have Been Many Studies Related To The Model Of Creating Customer Satisfaction, In This Study It Has Been Tested And Confirmed To Explain How To Create Customer Satisfaction.

The Results Of The Analysis Show That The Electronic Service Quality Variable Has A Positive And Significant Effect On Customer Trust. This Means That Electronic Service Quality Is An Important Factor In Being Able To Create Customer Trust For Plant Quarantine

Service Users At The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang. These Results Support Previous Research In The Context Of Creating Customer Trust (Kundu Et Al., (2015); Karin Boonlertvanich, 2019; Hayford Amegbe, 2019; Che Hui Et Al., 214)) Which States That Perceived Usefulness Has An Impact On Strengthening Customer Trust.

Second, Electronic Service Quality Has A Positive And Significant Effect On Customer Satisfaction. This Means That Electronic Service Quality Is An Important Factor Which Is Able To Create User Satisfaction Of Plant Quarantine Service Users At The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang. These Results Support Previous Research In The Context Of Creating Customer Satisfaction (Anderson And Srinivasan, 2003; Bansal Et Al., 2004; Cristobal Et Al., 2007) Which States That Electronic Service Quality Has An Impact On Strengthening Customer Satisfaction.

Third, Customer Trust Has A Positive And Significant Effect On Customer Satisfaction. This Means That Customer Trust Is An Important Factor In Being Able To Create Customer Satisfaction Of Import Service Users Of The Plant Quarantine Center For Agricultural Quarantine Class 1 Semarang Achmad Yani Airport Working Area Semarang. These Results Support Previous Research In The Context Of Increasing Customer Satisfaction (Muslim Amin Et Al., 2014; Mohd-Any Et Al., 2019; Sharifi Et Al., 2014) Which States That Customer Trust Has An Impact On Increasing Customer Satisfaction.

### **Managerial Implications**

Based On Testing Electronic Service Quality Has An Influence On Customer Trust. These Results Are Also Supported By The Path Coefficient Which Shows A Positive And Significant Effect. Thus, To Increase Customer Trust, The Electronic Service Quality Aspect Of The System Owned By The Organization Must Be Maximized And Improved. The Management Of The Agricultural Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang Can Improve Electronic Service Quality.

Meanwhile, Customer Trust And Electronic Service Quality Have A Positive And Significant Influence On Customer Satisfaction. These Results Are Also Supported By The Path Coefficient Which Shows A Positive And Significant Effect. Thus, To Increase Customer Satisfaction, Aspects Of Customer Trust And Electronic Service Quality Systems Owned By The Organization Must Be Maximized And Improved. The Management Of The Agricultural Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang Can Improve Electronic Service Quality And Customer Trust.

## Limitations And Future Research

This Research Has Provided An Understanding Of Creating Customer Satisfaction Through Electronic Service Quality And Customer Trust. Despite Its Valuable Implications, This Research Still Contains Several Limitations. First, The Independent Variable Is Limited To Electronic Service Quality So For Further Research It Can Be Added With Other Variables. Further Research Can Help In Analyzing Its Effect On Customer Satisfaction. Second, This Research Is Limited To Respondents In The Plant Quarantine Service Users Of The Plant Quarantine Center Class 1 Semarang Achmad Yani Airport Working Area Semarang. Results Will Be Different In Different Work Areas. The Context Of One Working Area Can Also Be Extended To Other Working Areas To Compare The Service Intentions Of Class 1 Semarang Agricultural Quarantine.

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