

# The Influence of Implementing the Smart Kampung Banyuwangi Application and Service Quality on Community Satisfaction with Community Trust as an Intervening

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## ABSTRACT

*E-government emerged as a media that directs relations, management and community/public services aimed at improving the operations and service provision of government institutions. The implementation of e-government based services is expected to have a significant impact on the quality of public services (Saputra et al., 2023). The implementation of e-government based services is intended to help everyone obtain easy, fair and useful services. Good service is often assessed by the community directly from the service provider, namely the government, therefore efforts are needed to improve the quality of the service system provided so that it can fulfill desires and increase community satisfaction. Community assessments and community satisfaction regarding public services can provide important feedback to government officials. The creation of excellent and satisfying public services for the community will ultimately encourage the creation of public trust.*

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## 1. INTRODUCTION

The influence of service quality on public trust and satisfaction includes (Ari & Hanum, 2021; Kanaan et al., 2023; Alkrajji & Ameen, 2022; Efnita et al., 2021; Fadhilla, 2022; Nworah, 2020). The results of different studies which were used as gap research were obtained (Rismayadi et al., 2020; Rinaldi et al., 2023; Tanjung & Rahman, 2023) which stated that service quality had no effect on public trust and satisfaction.

## 2. LITERATURE REVIEW

Based on the background of the problems described above, the problems that will be discussed and determined are:

1. Does the implementation of the Smart Village Banyuwangi application have a positive and significant effect on the trust of the people of Banyuwangi Regency?
2. Does service quality have a positive and significant effect on the trust of the people of Banyuwangi Regency?
3. Does the implementation of the Smart Village Banyuwangi application have a positive and significant effect on the satisfaction of the people of Banyuwangi Regency?

4. Does service quality have a positive and significant effect on the satisfaction of the people of Banyuwangi Regency?
5. Does public trust have a positive and significant effect on community satisfaction in Banyuwangi Regency?
6. Does the implementation of the Smart Village Banyuwangi application have a positive and significant effect on community satisfaction through the trust of the people of Banyuwangi Regency?
7. Does service quality have a positive and significant effect on community satisfaction through the trust of the people of Banyuwangi Regency?

### 2.1 The Influence of Service Quality on Public Trust

Service quality is an effort to fulfill customer needs and desires, as well as delivery provisions to balance customer expectations (Tjiptono, 2019). Service quality is an effort to meet customer needs and desires, as well as delivery provisions to balance customer expectations (Dharmmesta, 2020). Superior service is defined as an employee's attitude or way of serving customers satisfactorily. Service quality is not seen from the perspective of the organizer or service provider, but rather based on customer perception, because it is the customer who consumes and experiences the service provided, so it is the customer who should assess and determine the quality of service.

### 2.2 The Effect of Implementing the Smart Village Banyuwangi Application on Public Trust

In line with advances in information and communication technology (ICT), e-government is increasingly popular. E-government is a method of administering government electronically (Nugraha et al., 2023). The most expected benefits from e-government are increased efficiency, convenience and accessibility in public services. Furthermore, the Ministry of Communication and Information stated that e-government is a serious government effort through the development of internet/electronic-based public services in order to create efficient and effective public services. Public services implemented using e-government are considered capable of improving government performance and capable of realizing service management that meets the principles of good governance.

## 3. RESEARCH METHODOLOGY

Research methods are basically a scientific way to obtain data with specific purposes and uses (Sugiyono, 2019). According to Sekaran and Bougie (2020), research methods are a systematic and organized effort to investigate a problem that arises in the world of work that requires a solution. From the description above, it can be stated that a research method is a systematic and organized scientific method for researching a research object with certain aims and uses. The research method used in this research is a descriptive and verification method using a quantitative approach.

The variable measurement scale in this study uses a Likert scale. According to Sugiyono (2019) the Likert scale is used to view a phenomenon by measuring the attitudes, opinions and perceptions of a person/group. The data measurement technique uses a Likert scale with five alternative answers. In using the Likert scale, the variables that will be used are measured and described into variable indicators. Then the indicators that have been determined are used as benchmarks for compiling instruments which can be in the form of questions or statements. Table 1 Rating Scale for Positive Statements. No Information Positive Score

1 Strongly Agree 5

2 Agree 4

3 Quite Agree 3

4 Disagree 2

5 Strongly Disagree 1

Source: Sugiyono (2019)

Table 1. Rating Scale for Positive Statements

| Title           | Example            | Font               |
|-----------------|--------------------|--------------------|
| 1               | 1 Strongly Agree 5 | 1 Strongly Agree 5 |
|                 | 2 Agree 4          | 2 Agree 4          |
| 3 Quite Agree 3 | 3 Quite Agree 3    | 3 Quite Agree 3    |
| 4 Disagree 2    | 4 Disagree 2       | 4 Disagree 2       |

### 3.1 Illustrations



Figure 1. Iconomics logo

## 4. RESULTS AND DISCUSSIONS

Data analysis techniques are one of the methods used to process research results to reach a conclusion. In this research, the data analysis method used is quantitative descriptive analysis. Descriptive analysis is statistics

that function to describe or provide an overview of the object being studied through sample or population data as it is, without carrying out analysis and making conclusions that apply to the general public (Sugiyono, 2019).

#### 4.1 Validity Test includes

1. Convergent Validity is an indicator that is assessed based on the correlation between the item score/component score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and the construct. An individual reflexive measure is said to be high if it correlates  $> 0.7$  with the construct to be measured, whereas according to Chin, quoted by Imam Ghozali (2008), an outer loading value between 0.5 - 0.6 is considered sufficient.
2. Discriminant Validity is a measurement model with reflexive indicators assessed based on cross-loading of measurements with constructs. If the correlation of the construct with the measurement item is greater than the size of the other construct, it shows that their block size is better than the other blocks. Meanwhile, another method for assessing discriminant validity is by comparing the squareroot of average variance extracted (AVE) value.

#### 4.2 Equations

Reliability Test includes:

1. Composite reliability is an indicator for measuring a construct that can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is  $> 0.70$ , it can be said that the construct has high reliability.
2. Cronbach's Alpha is a reliability test carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value  $> 0.7$ .

The influence of implementing the smart kampung banyuwangi application and service quality on community satisfaction with community trust as an intervening. The influence of implementing the smart kampung banyuwangi application and service quality on community satisfaction with community trust as an intervening

## 5. CONCLUSIONS

Based on the research findings described in Chapter IV, the conclusions in this research are as follows:

1. The implementation of the Smart Village Banyuwangi application has a positive and significant effect on the trust of the people of Banyuwangi Regency.
2. Service quality has a positive and significant effect on public trust in the Banyuwangi Regency Population and Civil Registration Service.
3. Implementation of the Smart Village Application has a positive and significant effect on community satisfaction at the Banyuwangi Regency Population and Civil Registration Service.
4. Service quality has a positive and significant effect on community satisfaction with the Banyuwangi Regency Population and Civil Registration Service.
5. Community Trust has a positive and significant effect on community satisfaction with the Banyuwangi Regency Population and Civil Registration Service
6. The implementation of the Smart Kampung Banyuwangi application has a positive and significant effect on community satisfaction with Banyuwangi Regency community trust as an intervening variable.
7. Service quality has a positive and significant effect on community satisfaction with Banyuwangi Regency community trust as an intervening variable.

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## Appendix

Appendix 1 Research Questionnaire

Appendix 2 Recapitulation of Respondent Answer Data

Appendix 3 Descriptive Statistics and Frequency Distribution of Respondents' Answers

Appendix 4 SEM-PLS Analysis Results with WarpPLS