USER SATISFACTION WITH SINGLE SUBMISSION (SSM): THE IMPACT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND TRUST

BY

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Abstract

This study aims to measure the model of creating customer satisfaction through the technology-accepted model as measured by perceived usefulness and perceived ease of use and is influenced by customer trust. Data collected from 102 customers who use plant quarantine import services at Class 1 Semarang Agricultural Quarantine Center were processed using the Structural Equation Model-Partial Least Square (SEM-PLS) modeling technique. The results showed that all TAM constructs, namely perceived usefulness and perceived ease of use, positively and significantly influence customer satisfaction intentions of import service users of Agricultural Quarantine Center Class 1 Semarang. The variable customer trust and perceived ease of use have a significant positive effect on customer satisfaction. Meanwhile, one other variable, namely perceived usefulness, does not affect customer satisfaction. This research contributes to helping the Agricultural Quarantine Center Class 1 Semarang at home and abroad by providing appropriate strategies to understand customer satisfaction of users of imported plant quarantine services Agricultural Quarantine Center Class 1 Semarang. This strategy is then expected to increase customer satisfaction in the Plant Quarantine Import service at the Agricultural Quarantine Center Class 1 Semarang. The novelty of this study lies in the fact that it is the first to empirically use the extended TAM model by integrating customer trust to analyze customer satisfaction of Plant Quarantine Imports at Agricultural Quarantine Center Class 1 Semarang.

Keywords: Perceived Usefulness, Perceived Ease of Use, Customer Trust, dan Customer Satisfaction

INTRODUCTION

The coronavirus pandemic has had a very bad impact on all industries, including government services to industrial service players. Agricultural Quarantine Center Class 1 Semarang is a government organization that handles the import of agricultural commodities in the work area of Central Java Province through pre-determined entry gates. In providing services including the handling of pests and diseases through carriers that enter the work area of the Agricultural Quarantine Center Class 1 Semarang, this organization tries to continue to improve services to create customer satisfaction. The coronavirus pandemic has caused an increase in services by providing services based on a communication system, namely the One-Stop Online Service System or Single Submission (SSM). so that it is more effective and efficient in business processes and there is no duplication of inspections and licensing applications so that it can cut dwelling time at the Tanjung Emas port in Semarang.

This study uses the Theory Accepted Model to form an information system framework through perceived usefulness and perceived ease of use and the addition of customer trust. In particular, this study aims to (i) observe the implementation of import quarantine services at Agricultural Quarantine Center Class 1 Semarang through the SSM system, (ii) investigate constructs that affect customer satisfaction (iii) establish strategies to increase customer satisfaction

However, due to the complexity of this study, conceptual TAM alone is not sufficient to explain this phenomenon. Therefore another construct is included, namely customer trust. Customer trust is a construct that measures how many customers trust the services provided (Tjiptono and Diana, 2016). Customer trust also plays an important role in

establishing and upholding the bonds between sellers and buyers who take part in the exchange process (Geyskens, Steenkamp, & Kumar, 1998). This integration has never been used before to explain such a phenomenon. Thus, this study will contribute to adding new insights to the literature.

This paper is organized into six sections. It starts with an introduction and continues with a literature review and hypothesis development. The methodology is explained in the third section, followed by Results and Discussion, Managerial Implications, and Limitations and ideas for Further Research.

Literature Review

Technology Acceptance Model

According to Wibowo (2016), the Technology Acceptance Model (TAM) is a model built to analyze and understand the factors that influence the acceptance of the use of Technology Acceptance Model (TAM) which more clearly illustrates that acceptance of the use of information technology is influenced by perceptions of use and ease of use.

Jogiyanto (2017), in his book, states that the Technology Acceptance Model (TAM) is a model that explains behavioral intention and behavior are two different things, behavioral intention is still an intention. Intention (interest) is defined as the desire to perform a behavior. While behavior (behavior) is a real action or activity that is carried out. So that the behavior will be carried out if someone has the interest to do so. And behavioral interest will determine his behavior. Interests can change at any time.

TAM claims that if a technology or innovation maximizes a person's performance and does not affect a person's efforts to perform a function, then the technology is useful and easy to use, and individuals will prefer to adopt that technology, service, or action. With this definition, it can be interpreted that the advantage of using the One Stop Online Service System or Single Submission (SSM) can improve the performance and performance of the people who use it. The benefits of the Single Submission (SSM) Online Service System are the benefits obtained or expected by consumers in carrying out their work assignments. Therefore, the level of usefulness of the Single Submission Online Service System (SSM) influences consumer attitudes toward the system.

Perseived Usefulness

According to Wallace et al. (2014), Perceived usefulness describes a person's level of confidence in using a technology where the technology can maximize their work. Perceived ease of use describes a person's level of confidence in using a technology that can reduce their mental and physical burden.

Nasri and Charfeddine (2012). Perceived usefulness is defined as the extent to which a person believes that using technology will improve his job performance. Perceived usefulness of usability/usefulness is the level at which a person thinks that using a system will improve his performance. Shomad (2013) provides several indicators of the perceived usefulness of using information systems which include: overall useful to use, very valuable for users, useful content for users, functional sites.

Perseived Ease of Use

Nasri and Charfeddine (2012) Perceived ease of use is a person's belief that the use of technology can be easily used and understood. Perceived ease of use affects the attitude toward using the use of the service system. According to Davis (1989), the notion of perceived ease of use is defined as the level at which a person believes that the use of information technology is easy and does not require much effort from the wearer. This concept includes the clarity of the purpose of using IT and the ease of use of the system for the purposes according to the wishes of the user.

In TAM, the perceived ease of using technology and the perception of the usability of technology are related to one's attitude toward using the technology. Attitude towards the use of something is an attitude of like or dislike towards the use of a product.

This attitude of liking or disliking a product can be used to predict the behavior of a person's intention to use a product or not to use it.

Shomad (2013) provides several indicators of perceived ease of use in information technology including sites that are clear and understandable, do not require excessive effort, are easy to find the information needed, and are easy to use.

Customer Trust

Customer trust according to Moorman, Desphande, and Zaltman (1993) is the willingness of customers to trust the company in providing products and services. Trust is one of the most important factors in the relationship between sellers and consumers and is an important element of strength in establishing business relationships trust is very important to maintain long-term relationships. Trust is a party's trust in another party because of the other party's honesty and reliability (Morgan and Hunt, 1994). Customer trust put forward by (Patrick, 2002) is a thought, feeling, emotion, or behavior manifested when the customer feels that the provider can be relied upon to act in providing the best service.

Trust is the basis for customers in making purchases of an item offered by the seller (Green, 2006). Customer trust can be built through consumer confidence in the statements and services provided. Green (2006) explains further that the products provided have the characteristics needed, the seller can provide solutions to problems that are owned by consumers, the seller can become a partner in doing business and the company has people that consumers can trust.

Customer trust plays an important role in establishing and upholding the bonds between sellers and buyers who take part in the exchange process (Geyskens, Steenkamp, & Kumar, 1998), particularly with seller-buyer relationships in exchange for products or services (Moorman et al., 1993).). Trust is also seen as an intentional behavior that reflects dependence on the good future intentions of partners and involves vulnerability and uncertainty (Pavlou, 2003). Customer trust exists in both situations, trust, and behavioral intentions. The indicators of customer trust put forward by Green, (2006) are credibility, reliability, intimacy, and self-orientation.

Customer Satisfaction

Lovelock (2013) menyatakan bahwa Lovelock (2013) states that customer satisfaction is a short-term emotional outburst from consumers in response to the performance of services provided by service providers in particular. In particular, it can be underlined here, namely the performance of the unconventional marketing mix (personal, physical evidence, and process) with consumer expectations, consumers will feel satisfied with the services provided. Zeithaml et al (2013) stated: "Satisfaction is a customer fulfillment response. It is the judgment that a feature of a product or service, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. Fecikova (2010) explains that customer satisfaction is "a feeling resulting from the process of evaluating what is received against what is expected, the purchase decision itself and/or fulfillment of needs/desires." Munusamy et.al (2011) explains that customer satisfaction is the "Perception of pleasant fulfillment from a service, and loyalty as a deep commitment to service providers." This understanding indicates that customer satisfaction leads to loyal attitudes and behavior, or is shown by a high commitment to the company. Tjiptono and Diana (2016) expressed the opinion that there are six aspects of customer satisfaction, namely: expectations, performance, confirmation or disconfirmation comparisons, discrepancies, and reuse

Hypotheses Development

The Effect of Perceived Usefulness on Customer Trust

Perceived usefulness describes a person's level of confidence in using a technology where the technology can maximize their work (Wallace et al., 2014). Perceived usefulness in use describes a person's level of confidence in the use of a technology that can reduce their mental and physical burden. Customer trust is a measure of the extent to which people trust the ease of using the system that has been provided in service to customers (Amin et al., 2014). Customers are very interested in understanding how perceived usefulness affects their trust in the services that have been provided because most of them consider the speed of service to get high trust (Al-Sharafi et al., 2017). Perceived usefulness is reported to have a significant effect on customer trust in the services provided (Larasetiati and Ali, 2019). Another study that reports that perceived usefulness influences customer trust is Song (2015) who found that high perceived usefulness can increase customer trust. Based on the findings of several studies above, the development of the hypothesis is:

H1: Perceived usefulness has a positive and significant effect on customer trust

The Effect of Perceived Ease of Use on Customer Trust

Nasri and Charfeddine (2012) state that perceived ease of use is a person's belief that the use of technology can be easily used and understood. Perceived ease of use affects the attitude toward using the use of the service system provided. For customers to have customer trust, the most important requirement is that they know the perceived ease of use. Nangin et al., (2020) concluded their study that perceived ease of use positively affects customer trust. Another study that found that perceived ease of use has an impact on customer trust is Ashgar and Nurlatifah (2020). Other studies have also found that perceived ease of use has an impact on customer trust (Amin et al., (2014); Al Sharafi et al (2017); Rizan et al., (2019); Yudiarti and Puspaningrum (2018). Based on these findings, the following hypotheses were developed

H2: Perceived ease of use has a positive and significant effect on customer trust

The Influence of Customer Trust on Customer Satisfaction

Customer trust according to Moorman, Desphande, and Zaltman (1993) is the willingness of customers to trust the company in providing products and services. Trust is one of the most important factors in the relationship between sellers and consumers and is an important element of strength in establishing business relationships trust is very important for maintaining long-term relationships. High customer trust will increase customer satisfaction (Ashgar and Nurlatifah, 2020). Customer trust that is managed properly will have an impact on strengthening customer satisfaction (Amin et., (2014). Other research states that customer trust can create customer satisfaction (Rizan et al., 2019; Razak, 2016). Based on the explanation above can be formulated as follows:

H3: Customer trust has a positive and significant effect on customer satisfaction

The Effect of Perceived Usefulness on Customer Satisfaction

Perceived usefulness is defined as the extent to which a person believes that using technology will improve his job performance. Perceived usefulness of usability/usefulness is the level at which a person thinks that using a system will improve his performance (Shomad, 2013). The high perceived use of fuel can have an impact on customer satisfaction (Ashgar and Nurlatifah, 2020). The impact of increasing perceived usefulness can increase its effect on customer satisfaction (Amin et al., 2014). Other research that found the effect of perceived usefulness on customer satisfaction is (Rizan et al., 2019). Based on the explanation above, the hypothesis development can be formulated as follows:

H4: Perceived usefulness has a positive and significant effect on customer satisfaction

The Effect of Perceived Ease of Use on Customer Satisfaction

Davis (1989) states that the notion of perceived ease of use is defined as the level at which a person believes that the use of information technology is easy and does not require hard effort from the wearer. This concept includes the clarity of the purpose of using IT and the ease of use of the system for the purposes according to the wishes of the user. The knowledge that causes customers to be able to easily use the system provided in the service will have an impact on customer satisfaction (Amin et al., 2014). The high perceived ease of use can have an impact on customer satisfaction (Rizan et al., 2019). Other research found the effect of perceived usefulness

on customer satisfaction (Ashgar and Nurlatifah, 2020). Based on the explanation above, the hypothesis development can be formulated as follows:

H5: Perceived ease of use has a positive and significant effect on customer satisfaction
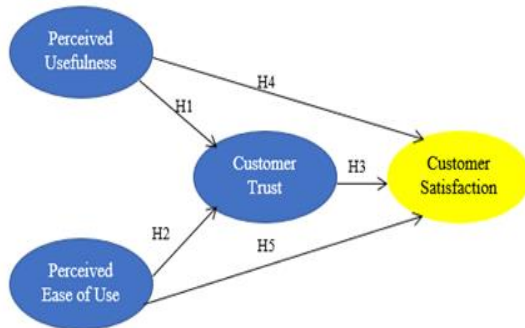

Figure 1. Research Model

Methodology

Population, Sample, and Sampling Technique

This study uses census techniques to obtain data. Self-administered questionnaires were used to describe each construct item in the conceptual model. Questionnaires (in Google Forms) were distributed online via social media to 102 respondents during one month of August. Respondents were determined by asking questions about the One Stop Online Service System or Single Submission (SSM) and had already used it. The respondent is someone who represents a company or works for a company that uses the services of Import Plant Quarantine Class 1 Agricultural Quarantine Center Semarang

Demographic results show almost the same ratio between men (78.43 percent) and women (21.57 percent) of the total respondents. Based on age, most of the respondents were in the 26-35 age group (41.18 percent), then the 17-25 age group (22.55 percent), the 35-40 age group (26.47 percent), and the over 40 (9.80 percent). This shows that the majority of respondents are of mature age in terms of handling the information system that will be used. 57.84 percent are bachelor graduates and 7.84 percent are master graduates. Based on the level of service tenure, 18.63 percent of respondents had a working period of 0 to 5 years, for respondents with a working period of 6 to 10 years, 33.33 percent, then respondents with a working period of 11 to 15 years, 36.27 percent and respondents with a working period of over 15 years 11.76 percent. All respondents (100 percent) know about the Single Submission (SSM) Online Service System.

Research Instrument And Measurements

The questionnaire in this study used a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). It contains respondent instruments which include gender, age, education level, and years of service. Instruments from several previous studies were adopted to develop the questionnaire. Perceived usefulness uses each of the four indicators modified from previous research (Wong et al., 2014) which describe overall

usefulness to use, very valuable for users, useful content for users, and functional sites. Perceived ease of use uses place indicators (Wong et al., 2014) which consist of sites that are clear and understandable, do not require excessive effort, are easy to find the information needed, and are easy to use. Customer trust is adopted referring to Green (2006) namely credibility, reliability, intimacy, and self-orientation. Finally, customer satisfaction uses 6 indicators which include expectations, performance, confirmation or disconfirmation comparisons, discrepancies, and reuse (Tjiptono and Diana, 2016). 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 for use

Data Analysis

This study applies the SEM-PLS analysis technique by considering that this is a comprehensive multivariate approach to statistical analysis that can simultaneously examine every relationship between constructs in the conceptual model, including measurements and structural components (Hair et al., 2019). The measurement model and the structural model are the two sub-models 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 an 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 the reflective construct, while the structural model evaluates the coefficients R 2, f 2, and path coefficients (Hair et al., 2019).

Result and Discussion

First, the measurement model tests the reliability and validity of the constructs. The table below presents the results of outer loading for all items with a cut-off value above 0.7 (Hair et al., 2017). The results showed that all composite reliability and AVE values were higher than the cut-off values, with 0.7 and 0.5 respectively, which means that the construct reliability and validity were 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 criteria previously described, this measurement model is accepted.

Measurement Model

Table 1. Loading, Composite Reliability, AVE

Construct/Item	Loading	Composite Relaibility	AVE
Perceived Usefulness		0.887	0.665
X1 <- PU	0.853		
X2 <- PU	0.891		
X3 <- PU	0.858		
X4 <- PU	0.637		

Perceived Ease of Use		0.809	0.515
X5 <- PEOU	0.770		
X6 <- PEOU	0.747		
X7 <- PEOU	0.707		
X8 <- PEOU	0.642		
Customer Trust		0.889	0.670
X9 <- CT	0.797		
X10 <- CT	0.675		
X11 <- CT	0.947		
X12 <- CT	0.832		
Customer Satisfaction		0.936	0.712
X13 <- CS	0.929		
X14 <- CS	0.896		
X15 <- CS	0.677		
X16 <- CS	0.933		
X17 <- CS	0.924		
X18 <- CS	0.653		

Noted: All significant

Table 2 Discriminant Validity

	CS	CT	PEOU	PU
Customer Satisfaction	0.844			
Customer Trust	0.643	0.818		
Perceived Ease of Use	0.631	0.770	0.718	
Perceived Usefulness	0.566	0.749	0.632	0.816

Note: CS: Customer Satisfaction, CT: Customer Trust, PEOU: Perceived Ease of Use, PU: Perceived Usefulness.

Structural Model

Before testing the structural model, the inner model was tested using Goodness of Fit (GoF) analysis to determine whether the proposed model meets the criteria of validity and reliability and is suitable for further structural analysis (Tenenhouse et al., 2005). GoF consists of the R2 value obtained from the average value of AVE and R² (Hair et al., 2019). The GoF value has the criteria of small (0.10 - 0.24), medium (0.25 - 0.35), and large (0.36) (Hair et al., 2019). The GoF value in this research model is 0.6 14 > 0.377, including the major criteria. This means that all aspects of the model-forming variables used in this study have good quality and good data suitability in explaining the hypothetical model (see Table 3).

Table 3 Goodness of Fit

Variable	AVE	R^2
Perceived Usefulness	0.665	
Perceived Ease of Use	0.515	
Customer Trust	0.670	0.469
Customer Satisfaction	0.712	0.708
Average Score	0.641	0.589
AVE x R^2		0.377
GoF = √(AVE x R²)		0.614

Evaluation of the inner model uses the R² interpretation to measure its accuracy. The variables perceived usefulness and perceived ease of use affect customer trust by 0.4 69 (46, 90 percent). The customer satisfaction variable is influenced by perceived usefulness and perceived ease of use and customer trust of 0.707 (70.77 percent) while the rest is influenced by other factors (see Table 3).

The next discussion is hypothesis testing. The test results show that perceived usefulness has a positive and significant effect on customer trust (0.436; p-value 0.0 00), so H1 is accepted. perceived ease of use has a positive and significant effect on customer trust (0.495; p-value 0.000) so hypothesis H2 is accepted. The customer trust variable has a positive and significant relationship with customer satisfaction (0.285; p-value 0.0 16), so the H3 hypothesis is justified. Perceived usefulness has a positive but not significant effect on customer satisfaction (0.154; p-value 0.096), so the H4 hypothesis is not proven. Furthermore, perceived ease of use has a positive and significant relationship with customer satisfaction (0.314; p-value 0.0 10), so hypothesis H5 is accepted (see Table 4)

Table 4 Hypotheses Testing

	Hypotheses	β	t-value	p-value	Result
H1	Perceived Usefulness -> Customer Trust	0.436	6.546	0.000	Accepted
H2	Perceived Ease of Use -> Customer Trust	0.495	7.274	0.000	Accepted

H3	Customer Trust -> Customer Satisfaction	0.285	2.444	0.016	Accepted
H4	Perceived Usefulness -> Customer Satisfaction	0.154	1.680	0.096	Rejected
H5	Perceived Ease of Use -> Customer Satisfaction	0.314	2.619	0.010	Accepted

Discussion

This study is to test the model of creating customer satisfaction through perceived usefulness, perceived ease of use, and customer trust. This model is suitable for predicting creating customer satisfaction, based on the results of the R square and GoF values on satisfying criteria. All aspects of the model forming variables used in this study have good quality and good data suitability in explaining the hypothetical model. Although there have been many studies related to the model of creating customer satisfaction, this research has been tested and confirmed to explain how to create customer satisfaction.

The results of the analysis show that the variable perceived usefulness has a positive and significant effect on customer trust. That is, perceived usefulness is an important factor in being able to create customer trust for users of imported plant quarantine services at the Class 1 Agricultural Quarantine Center Semarang. These results support previous research in the context of creating customer trust (Amin et al., 2014; Song, 2015; Al-Sharafi et al., 2017; Larasetiati and Ali, 2019) which states that perceived usefulness has an impact on strengthening customer trust.

Second, perceived ease of use has a positive and significant effect on customer trust. That is, perceived ease of use is an important factor in being able to create customer trust for users of import service users of Plant Quarantine Agricultural Quarantine Center Class 1 Semarang. These results support previous research in the context of creating customer trust (Nangin et al., 2020; Ashgar and Nurlatifah 2020; Amin et al., 2014; Al Sharafi et al., 2017; Rizan et al., 2019; Yudiarti and Puspaningrum 2018 which states that perceived ease of use has an impact on strengthening customer trust.

Third, customer trust has a positive and significant effect on customer satisfaction. That is, customer trust is an important factor that can create customer satisfaction for users of import services for Plant Quarantine Class 1 Semarang Agricultural Quarantine Center. These results support previous research in the context of increasing customer satisfaction (Ashgar and Nurlatifah, 2020; Amin et., 2014; Rizan et al., 2019; Razak, 2016) which states that customer trust has an impact on increasing customer satisfaction.

Fourth, perceived usefulness does not affect customer satisfaction. That is, high perceived usefulness is not able to increase its effect on customer satisfaction of Plant Quarantine services for Agricultural Quarantine Center Class 1 Semarang. The results of this study are supported by previous research by (Ttrisnawati et al., 2019) which states that perceived usefulness does not have an impact on increasing customer satisfaction.

Fifth, perceived ease of use has a positive and significant effect on customer satisfaction. That is, perceived ease of use is an important factor in being able to create customer satisfaction for imported services from Agricultural Quarantine Center Class 1 Semarang. These results support previous research in the context of increasing customer satisfaction (Amin et al., 2014; Rizan et al., 2019; Ashgar and Nurlatifah, 2020). which states that perceived ease of use has an impact on increasing customer satisfaction.

Managerial Implications

Based on the test of perceived usefulness and perceived ease of use influence, customer trust. These results are also supported by the path coefficient which shows a positive and significant effect. Thus, to increase customer trust, aspects of perceived usefulness and perceived ease of use of the system owned by the organization must be maximized and improved. Management of Agricultural Quarantine Center Class 1 Semarang can increase perceived usefulness and perceived ease of use.

Meanwhile, customer trust and perceived ease of use have a positive and significant impact 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 perceived ease of use of the system owned by the organization must be maximized and improved. Management of Agricultural Quarantine Center Class 1 SemarangCenter can increase perceived ease of use and customer trust.

Limitations and Future Research

This research has provided an understanding of creating customer satisfaction through perceived usefulness, perceived ease of use, and customer trust. Despite its valuable implications, this research still has some limitations. First, the perceived usefulness variable has no impact on customer satisfaction, so it is necessary to re-test in the future with a different object or a wider sample. Future research can assist in analyzing the effect on customer satisfaction. Second, this research is limited to respondents who use the Plant Quarantine import service at the Agricultural Quarantine Center Class 1 Semarang. Results will be different in other agencies with different characteristics. The context of one agency can also be extended to other agencies to compare import service intentions.

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