The Effect of Service Quality on User Satisfaction with Perceived Usefulness as an Intervening Variable

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ABSTRACT: The increasing demand for efficient and usercentered public services has led to the development of the J-KOPI (Jember Smart City) application. However, user satisfaction remains a challenge due to varying levels of perceived service quality and public trust. This study aims to analyze the impact of service quality on user satisfaction, with perceived usefulness as a mediating variable. Utilizing a descriptive quantitative approach, the study employs Structural Equation Modeling (SEM) to assess relationships between these variables. Data were gathered through observations, online questionnaires, and documentation, focusing on key indicators such as reliability, responsiveness, assurance, empathy, and trust dimensions. The results reveal that both service quality significantly influence user satisfaction directly and through perceived usefulness. Notably, service quality dimensions positively correlate with perceived usefulness, enhancing users' productivity and satisfaction. These findings suggest that strengthening both service quality is essential for improving user satisfaction and promoting broader adoption of J-KOPI, supporting Jember's smart city vision.

Keywords: Service Quality, User Satisfaction, Perceived Usefulness, J-Kopi Application, Public Service.

INTRODUCTION

Marketing management, as one of the main pillars in modern organizational management, has undergone a dramatic evolution. Kotler (2019) Click or tap here to enter text. emphasized that the digital era has shifted the focus of marketing from product orientation to a holistic customer experience. This shift is not only relevant to the private sector, but also imperative for public organizations in improving the quality of their services. In line with this, (Kannan & Li, 2017) emphasized the importance of integrating various communication channels and utilizing customer data for service personalization. This strategy bridges the gap between increasingly high user expectations and the organization's capabilities in providing responsive and adaptive services.

Adaptability in marketing management, as underlined by (Kartajaya, 2014) is key to dealing with the dynamics of increasingly rapid and unpredictable changes in consumer behavior. This has direct implications for the public service sector, where flexibility and responsiveness are non-negotiable attributes. Denhardt & Denhardt (2016) stated that the New Public Service paradigm emphasizes the urgency of collaboration between government and citizens in creating public value. This paradigm demands a fundamental transformation in the way government institutions operate, from the traditional bureaucratic model to a more participatory and citizen-oriented approach.

Currently in the digital era, public satisfaction with public services is also influenced by the quality of electronic services or e-service quality. Qomariah (2016) developing strategies to increase customer satisfaction by providing friendly service quality, punctuality and using a system that is easy for customers or users to understand, so that customers/users do not feel difficult with the services provided, especially in online services. Winarno (2020) examining the impact of technology on customer service and satisfaction. They argue that technology can improve personalization and efficiency of services, but also create new challenges in terms of privacy and data security. Choi (2019) conducting a meta-analysis of e-service quality and its impact on customer satisfaction. They found that quality dimensions such as website design, reliability, security, and customer service have a significant influence on user satisfaction of electronic services.

Thus, public satisfaction with public services is the result of a complex interaction between service quality, trust in government, perceived usefulness and various other factors. Löffler (2019) proposed a " Public Service Logic " approach that emphasizes the importance of co-production and co-creation of value in public services to enhance public satisfaction. Pratama (2021)examined the role of innovation in improving public service performance. They argued that innovation that focuses on user needs can significantly improve public satisfaction. (Lestari, 2019) analyzed public management reform trends across countries. They emphasized the importance of approaches that are tailored to local contexts and involve multiple stakeholders to improve public service effectiveness and public satisfaction.

Kotler & Keller, (2019) emphasizes that organizations, including government agencies, must focus on creating and delivering value to customers to increase satisfaction. They argue that customer satisfaction is the key to building loyalty and a positive reputation. Qomariah (2016) provides an explanation that customer satisfaction is a response or response given by consumers after their needs and expectations for a product or service are met, so that feelings of pleasure arise. Osborne, (2020) examines the psychological processes underlying customer satisfaction. He developed the " expectancy-disconfirmation " model that explains how satisfaction is formed through the comparison between expectations and perceived performance.

The rapid development of information and communication technology has brought significant changes in various aspects of people's lives, especially in Jember Regency. One of the impacts of this development is the emergence of the concept of a smart city , which utilizes technology to improve efficiency, productivity and quality of life for people in Jember Regency. In an effort to realize a smart city , the Jember Regency Government has launched the Jember Smart City (J-KOPI) application as a digital-based public facility. This is also a commitment from the Jember

Regency Government to realize excellent public services for its people. This commitment is in line with the mandate of Law Number 25 of 2009 concerning Public Services and is strengthened by Government Regulation Number 96 of 2012 concerning the Implementation of Law Number 25 of 2009 concerning Public Services. The Jember Smart City (J-KOPI) application is one of the innovations introduced by the Jember Regency Government through the Communication and Informatics Service that needs to innovate in providing user-friendly service processes, integrated technologically and responsive to individual needs. One of the innovations made by the Jember Regency Communication and Informatics Office is the Jember Smart City Application (J-KOPI), which is a SuperApps that is used as a platform to provide information about Jember Regency and accommodate applications in the Regional Apparatus that are integrated and can be accessed anywhere, anytime by the community. The population of Jember Regency is 2,584,233 people (Badan Pusat Statistik (BPS), 2023)spread across 31 Districts, which is a challenge that must be turned into an opportunity to provide the best digital-based services. In addition, according to the legal basis in the Jember Regency Medium-Term Development Plan (RPJMD) 2021-2026 "Increasing the implementation of electronic-based government and public services and the implementation of government and public services by competent Human Resources Apparatus" (Jember, 2021).

Jember Smart City Application (J-KOPI) is an innovative breakthrough in providing integrated public services. The J-KOPI application is designed to be mobile- based to facilitate services for the community in Jember Regency. Launched by the Jember Regency Communication and Informatics Office on June 1 , 2022, the J-KOPI Application has various services from Regional Apparatus in Jember Regency which aim to increase access to information and efficient delivery of public services. Since its launch and until now in April 2024, the number of users accessing the JKOPI Application has been recorded as 199,696 users.

Jember Smart City (J-KOPI) application has several service categories, namely: Jember Community Service (J-YANMAS), Jember Viewing and Monitoring (JELITA), Jember Digital Entrepreneur (J-DER), Latest News from Jember Regency (J-NEWS) and Event Activities in Jember Regency (J-EVENT). The J-KOPI application also makes it easier for the public to process correspondence from the Sub-district Head, Village Head and Village Head based on electronic signatures. There are 18 certificate services that can be accessed by the public online, such as certificates of poverty, certificates of domicile, certificates of motor vehicle ownership, SKCK cover letters and other certificates.

The J-KOPI application launched by the Jember Regency Communication and Informatics Service, is still unknown to the wider community. This can be seen from the number of verified accounts on the J-KOPI application, and the number of J-KOPI users, until this data was written there were 2,378 users who had been verified by the J-KOPI admin. Several problems related to the Jember Smart City Application (J-KOPI) that exist affect public satisfaction in using the J-KOPI application. The following are the evaluation results from J-Kopi application users in Jember Regency, which can be seen in Table 1.1 Application User Evaluation.

Table 1. Evaluation of J-KOPI Application Users

No	Indicator	2022	2023	Information
1	Number of Users	976	1,606	Verified users
2	User Activity	71,051	112,010	Number of application accesses
3	Number of features accessible	18	29	number of features
4	Widely used features	5.119	7,093	J-Event (Jember Event Information)
5	Rarely used features	79	54	BMKG WRS Information (79) & Kahyangan PDP Information (54)
6	User Complaints	2	16	Complaints based on ratings on Google PlayStore (1-3 stars)

Source: J-KOPI statistics dashboard.

Public service quality is a key factor in determining the level of public satisfaction with services provided by the government. identified five dimensions of service quality that affect customer satisfaction: reliability, responsiveness, assurance, empathy and tangibles. Improvements in these dimensions can significantly improve public satisfaction. Further (Lovelock & Wirtz, 2021) explains the importance of customer relationship management in improving satisfaction. A deep understanding of customer needs and preferences is key to providing satisfactory service. The role of technology cannot be denied in facilitating more personal and responsive interactions with the public. Joshi (2013) developed the SERVQUAL model which is widely used to measure service quality. This model emphasizes the importance of bridging the gap between customer expectations and their perceptions of the service received. Continuous improvement in service quality is key to improving customer satisfaction.

Some empirical evidence supports the expert's statement above, such as research (Pramularso, 2020). Simultaneously and partially, service quality and employee performance have a significant influence on public satisfaction at the Ministry of Manpower's One-Stop Integrated Service Unit. Research on Dimyati & Subagio (2016) said that service quality variables has a positive and significant influence on consumer satisfaction. However, it is different from research Budiarno et al., (2022) shows that service quality has a negative and insignificant effect on customer satisfaction. Research on service quality does not have a significant effect on customer satisfaction of (Surianto, 2019). Research on (Tulodo & Solichin, 2019), (Qomariah, 2012) service quality has a negative and insignificant effect on customer satisfaction.

Along with the development of technology, the perception of usefulness or perceived usefulness also influences public satisfaction, especially in the context of technology adoption in public services. Rukmiyati & Budiartha (2016),explains that the perception of usefulness can increase user satisfaction because they feel that the technology can increase effectiveness and efficiency in daily activities. Hetherington, (2020) developed the Technology Acceptance Model (TAM) which emphasizes the role of perceived usefulness in technology adoption. His writing explains that if users find technology useful, they are more likely to adopt and be satisfied with the technology.

Giddens (2020) expands the understanding of technology adoption by developing the Unified Theory of Acceptance and Use of Technology (UTAUT). This model integrates various factors, including perceptions of usefulness, that influence user acceptance and satisfaction with technology.

Next, it is related to the variable perceived usefulness which has a significant influence on satisfaction. The results of (Putra et al., 2020) the study show that there is a significant positive influence between perceived credibility, perceived ease of use, perceived usefulness on customer satisfaction in using mobile banking. Such as research (Latifah et al., 2020), (Reza et al., 2020), (Hanadia et al., 2017), (Rukmiyati & Budiartha, 2016), (Suryani et al., 2020), (Nurazi & NP, 2013) also shows that perceived usefulness and trust positively and significantly affect consumer satisfaction. However, it is different from the study Prayanthi et al., (2020) perceived usefulness does not have a significant influence on user satisfaction of accounting information systems. Research by (Kusumo & Rosyadi, 2023), (Amalia & Pratomo, 2016), also said that perceived usefulness did not have a significant impact on satisfaction.

Perceived usefulness plays an important role in building public satisfaction. Therefore, services are needed that are in accordance with the needs and benefits that will be received by the community. Research on the relationship between service quality and perceived usefulness is still very limited, therefore researchers are also interested in discussing this problem. According to (Reza et al., 2020), high service quality can increase user perceptions of the usefulness of a system or service, especially in a digital environment. They found that service quality elements such as responsiveness, reliability, and assurance contribute positively to perceived usefulness.

Because there are still many people who take care of certificates manually by visiting the sub-district office, village office and district office or also at the Public Service Mall (MPP). Because the level of use of the J-KOPI application by the community is still minimal, it is necessary to know the satisfaction, trust, or perceived usefulness of the community using J-KOPI. Quality of service and public trust are key factors that can influence the satisfaction of J-KOPI application users. Good service quality, including reliability, responsiveness, assurance, empathy and physical evidence can increase the perceived usefulness (usefulness felt) by the community towards the J-KOPI application. Perceived usefulness is a variable that influences the relationship between service quality, public trust and satisfaction with the use of the J-KOPI application. If the community considers the J-KOPI application useful and beneficial for the life of each individual, they will tend to be more interested in using it and feel satisfied. So that the phenomenon of this research is the decline in user satisfaction of the Jember Smart City (J-KOPI) application. The novelty of this study is the addition of an intervening variable in the form of perceived usefulness, which functions as a mediator of the influence of service quality on user satisfaction of the J-Kopi application. In addition, based on table 1.1, it shows that the decline in public satisfaction in using the Jember Smart City (J-KOPI) application, then the formulation of the problem in this study is whether service quality affects the perceived usefulness and satisfaction of J-Kopi application users?. While the purpose of this study is to determine the effect of service quality on the perceived usefulness and satisfaction of J-Kopi application users in Jember Regency.

METHOD

The research method used is quantitative descriptive, which aims to describe and analyze data according to existing conditions without generalizing (Sugiyono, 2021). In this study, this method is applied to analyze the relationship between variables using descriptive statistics, so as to gain an understanding of the influence of service quality and public trust on user satisfaction of the J-KOPI (Jember Smart City) Application. The study also uses a verification approach to test the hypothesis through statistical analysis. The population in this study was all users of the Jember Smart City Application (J-KOPI) application, totaling 2,378 users as of April 29, 2024 (Source: Jember Regency Communication and Informatics Office). The sample determination was calculated using the Slovin formula with a tolerance level for error of 5%, and the number of samples was known to be 372 respondents. The research variables are divided into independent variables (service quality), intervening variables (perceived usefulness), and dependent variables (user satisfaction). Indicators for service quality variables are: reliability, responsiveness, assurance, empathy and physical evidence (Parasuraman et al., 1988). The indicators for the perceived usefulness variable are as follows: work more quickly, job performance, increase productivity, effectiveness, makes work easier, useful. Meanwhile, the indicators for user satisfaction are as follows: Service procedures, Service requirements, Responsibility of service officers, Ability of service officers, Speed of service, Fairness in getting service, Certainty of service schedule.

Data collection was conducted through observation, interviews, and documentation. Observation provides a comprehensive overview of user interaction with the application, while in-depth interviews were conducted through online questionnaires to obtain data directly from users. The documentation method was used to obtain secondary data that supports the research results, especially from the Jember Regency Communication and Informatics Office. The measuring instruments used must undergo validity and reliability tests so that they can be used in research. Data analysis used Structural Equation Modeling (SEM) to test complex relationships between variables. SEM was chosen because of its ability to handle simultaneous relationships and complex structural models, thus providing an in-depth understanding of the influence between variables.

RESULT AND DISCUSSION

Results of Descriptive Statistical Analysis
The results of descriptive analysis based on gender show that out of a total of 342 users who became respondents, 189 respondents (55.3%) were male, while 153 people (44.7%) were female. This data indicates that male respondents use and access the services available on the Jember Smart City (J-KOPI) Application more.

Based on the characteristics of respondents based on the age of Jember Smart City (J-KOPI) application users, out of a total of 342 respondents, the largest age group is users aged between 49-57 years, with a total of 117 respondents or 34.2% of the total respondents. The second largest age group is 41-48 years, consisting of 112 respondents or 32.7%. This shows that the majority of J-KOPI application users are in the middle-aged to near-retirement age group, which may reflect

that this application has a strong appeal to this age group, perhaps because of the features or information that are relevant to them. Meanwhile, the younger age groups, namely 17-24 years and 25-32 years, only contributed 9.1% and 11.7% of the total users, with 31 and 40 respondents respectively. This shows that users from the younger age group are relatively fewer compared to the older age group. To increase the participation of younger users, application developers may need to consider marketing strategies or feature development that are more in line with the interests and needs of young users.

Validity Test Results

In order for each variable indicator in a study to be appropriate and correct, a validity test needs to be conducted. The results of the validity test in the study are shown in Table 2.

Table 2.
Results of Research Validity Test

Indicator	X (Service Quality)	Z (Perceived Usefulness)	Y (User Satisfaction)	P value
X1.1	**0.735**	0.015	0.194	<0.001
X1.2	**0.822**	-0.161	0.327	<0.001
X1.3	**0.721**	-0.154	0.050	<0.001
X1.4	**0.825**	0.161	-0.368	<0.001
X1.5	**0.723**	0.138	-0.199	<0.001
X2.1	-0.301	0.258	0.083	<0.001
Z1	0.337	**0.749**	-0.219	<0.001
Z2	0.035	**0.825**	-0.167	<0.001
Z3	-0.083	**0.856**	-0.059	<0.001
Z4	-0.147	**0.806**	0.268	<0.001
Z5	-0.256	**0.840**	0.170	<0.001
Z6	0.146	**0.842**	-0.008	<0.001
Y1	0.153	0.069	**0.831**	<0.001
Y2	0.200	-0.025	**0.826**	<0.001
Y3	0.158	0.010	**0.857**	<0.001
Y4	-0.017	-0.091	**0.869**	<0.001
Y5	-0.291	-0.198	**0.843**	<0.001
Y6	-0.049	0.101	**0.812**	<0.001
Y7	-0.157	0.145	**0.818**	<0.001

The results of the validity test calculations presented in Table 2 show that each value in the cross-loadings factor has reached a value above 0.7 with a p-value below 0.05, so that the validity test criteria have been met.

Research Reliability Test Results

In order for the research instrument used to be able to present consistent concept measurements without bias, a reliability test is needed. The results of the reliability test in the study are presented in Table 3.

Table 3.
Reliability Test Results

Research Variable	Cronbach's alpha Value	Results
Service Quality	0,823	Reliable
Perceived usefulness	0,902	Reliable
User Satisfaction	0,929	Reliable

Based on the results of the reliability test presented in Table 3, the Cronbach's alpha coefficients of all variables are above 0.7, so it can be concluded that the questionnaire instrument in this study has met the requirements for data reliability testing.

Calculation of Direct and Indirect Influence Path Coefficients

This section describes each path in the model section using path analysis . Each path tested shows the direct and indirect influence of service quality (X) on Perceived usefulness (Z) and public satisfaction (Y) of the Jember Smart City (J-Kopi) Application. By knowing the significance or not of each path will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient values can be seen in the following Table 4.

Table 4. Value of Direct and Indirect Influence Path Coefficient

No	Hypothesis	Path coefficients	P values	Results
1	Quality of service→ User Satisfaction	0.378	0.001	Significant
2	Quality of service→ Perceived usefulness	0.268	0.001	Significant
3	Perceived usefulness → User Satisfaction	0.350	0.001	Significant
4	Quality of service→ Perceived usefulness →Satisfaction	0.094	0.007	Significant

Based on Table 2, it can be seen that for testing the service quality variable (X1) on public satisfaction (Y), the Path coefficient value is 0.378 with a ϱ -value of 0.001. Because the ϱ - value is smaller than α (0.001 < 0.05), H0 is rejected, thus there is a significant influence of service quality (X) on public satisfaction (Y). Based on Table 2, it can be seen that for testing the service quality variable (X1) on Perceived usefulness, the Path coefficient value is 0.268 with a ϱ -value of 0.001. Because the ϱ - value is smaller than α (0.001 <0.05), H0 is rejected, thus there is a significant influence of service quality (X) on Perceived usefulness (Z).   (Z) variable on community

satisfaction (Y), the Path coefficient value is 0.350 with a ϱ -value of 0.001. Because the ϱ - value is smaller than α (0.001 < 0.05), H0 is rejected, thus there is a significant influence of Perceived usefulness (Z) on community satisfaction (Y). Based on Table 2, it can be seen that the indirect effect of service quality (X) on the public satisfaction variable (Y) through the intervening variable Perceived usefulness (Z) is 0.094, which is smaller than the direct effect of the service quality variable (X) on the public satisfaction variable (Y), which is 0.378.

The Influence of Service Quality on Public Satisfaction.

The results of the analysis show that the coefficient value of the service quality variable is 0.378 in its influence on user satisfaction. Thus, H1 which states that service quality has an impact on user satisfaction is accepted (H1 is accepted) and H0 is rejected. Based on the results of testing and data analysis showing that service quality has a significant effect on the performance of Jember Smart City (J-Kopi) Application Users, it can be concluded that service quality which includes aspects of reliability, responsiveness, assurance, empathy, and physical evidence has succeeded in positively influencing the level of satisfaction of J-Kopi application users. This can be seen from the high percentage of respondents who gave positive assessments of the five dimensions of service quality. Especially in the aspect of physical evidence which received the highest total positive assessment of 91.2%, indicating that the appearance and physical facilities of the application have met user expectations very well.

The significant influence of service quality on user performance indicates that improving service quality will be directly proportional to improving application user performance. When users experience reliable, responsive, guaranteed, empathetic service, and supported by good physical evidence, they tend to use the application more effectively and efficiently. This is reflected in the high percentage of respondents who agree that the J-Kopi application helps speed up work (85.1%) and increases their productivity (89.2%).

This finding also shows that investment in improving the quality of J-Kopi application services is the right strategic step to improve public service performance in Jember Regency. By maintaining and improving the standard of service quality that is already good, as well as improving aspects that still need improvement, the J-Kopi application can be more effective in supporting the digital transformation of public services in Jember Regency. This is in line with the goal of a smart city to create more efficient public services that are oriented towards public satisfaction.

The results of this study are in accordance with the supporting theories. In this study, there were significant similarities in the results with previous research conducted by (Torabi et al., 2016), (Lestari et al., 2020) and (Widayati et al., 2022), (Sukmamedian, 2022), (Putri & Farida, 2020), (Ariska, 2020), (Nursaid, et al., 2020), (Mutmainnah, 2018), (Atmanegara et al., 2019), (Hanny & Krisyana, 2022), (Dompak & Supratama, 2018), (Hakim, 2021), (Chaerudin & Syafarudin, 2021), (Mahsyar & Surapati, 2020), (Naini et al. 2022), (Azzahra & Nainggolan, 2022), (Muzaki, 2022), (Gunawan et al., 2018), (Mardianty, 2018), (Hendra et al., 2017), (Rifky & Wibisono, 2017), (Hendra et al., 2017), (Fadli, 2018), (Swatyas et al., 2022), (Qomariah et al., 2022), (Sutrisno et al.,

2017), (Setiawan et al., 2019), (Fahrurrozi et al., 2020), (Muzaki et al., 2023), (Ambarwati et al., 2022), (Nikmah et al., 2022), (Sanosra et al., 2022), (Anam, et al., 2024), (Fahmi et al., 2020), (Purnomo et al., 2023), (Qomariah et al., 2021), (Qomariah et al., 2023), (Iriyanti et al., 2016), (Qomariah & Lestari, 2020), which states that service quality has a significant influence on public satisfaction.

The Influence of Service Quality on Perceived Usefulness

The results of the analysis show that the coefficient value of the influence of the service quality variable on perceived usefulness is 0.286 with a p-value of 0.001. Thus, H2 states that service quality. The test results show that service quality has a significant effect on perceived usefulness in the Jember Smart City Application (J-Kopi). Improving the service quality of the J-Kopi application has a direct impact on the perceived usefulness felt by users. This is reflected in the high positive assessment of the usefulness aspect, where 90.1% of respondents considered this application useful for them. Good service quality, including reliability, responsiveness, assurance, empathy, and physical evidence, makes users feel the real benefits of using the application, such as ease in completing work, increased productivity, and effectiveness in obtaining public services.

The significant relationship between service quality and perceived usefulness also indicates that the better the quality of service provided, the higher the user's perception of the usefulness of the application. The data shows that aspects of service quality such as physical evidence that achieved a positive assessment of 91.2% contributed to the high perception of the usefulness of the application, especially in terms of speeding up work (85.1%) and increasing productivity (89.2%). This shows that when the application provides quality service, users can more easily understand and feel the usefulness of the application in their daily lives.

This finding confirms the importance of maintaining and continuously improving service quality as a key factor in building a positive perception of usefulness among J-Kopi application users. When users experience reliable, responsive service, and are supported by good appearance and features, they tend to have a more positive perception of the usefulness of the application. This in turn can encourage wider adoption and more optimal use of the J-Kopi application as a digital public service platform in Jember Regency.

The Influence of Perceived Usefulness on Satisfaction

The results of the statistical analysis show that the coefficient value of the influence of the perceived usefulness variable on satisfaction is 0.350. Based on the third hypothesis, perceived usefulness has an effect on satisfaction. After testing and data analysis, the results obtained stated that perceived usefulness has a significant effect on satisfaction of Jember Smart City (J-Kopi) Application Users, which is proven true or H3 is accepted. This could be due to the existence of aspects of perceived usefulness related to the satisfaction of Jember Smart City (J-Kopi) Application users.

This significant influence can be explained through various aspects of perceived usefulness that contribute to user satisfaction. When users feel that the J-Kopi application can increase the effectiveness and efficiency in accessing government services, facilitate the completion of administrative matters, and provide practical benefits in everyday life, then this directly increases their level of satisfaction. Perceived usefulness is a key factor that shapes users' expectations and positive experiences with the application.

Furthermore, aspects of perceived usefulness such as ease of access to information, saving time and energy, and increasing productivity in interacting with government services, consistently provide added value that can be directly felt by users. When the J-Kopi application is able to meet or even exceed user expectations in terms of usefulness, this naturally leads to increased user satisfaction. This finding emphasizes the importance of maintaining and improving aspects of perceived usefulness in the development of the J-Kopi application in the future.

The results of this study are in accordance with the supporting theories . In this study, there were significant similarities in the results with previous studies conducted by (Latifah et al., 2020; Putra et al., 2020; Reza et al., 2020; Rukmiyati & Budiartha, 2016; Suryani et al., 2020), stated that there is a significant influence between perceived usefulness and satisfaction.

The Influence of Service Quality on Satisfaction Through Perceived Usefulness

The results of the statistical analysis show that the coefficient value of the influence of the service quality on satisfaction through perceived usefulness is 0.094. Based on the fourth hypothesis, service quality affects public satisfaction through perceived usefulness . After testing and data analysis, the results obtained stated that satisfaction affects public satisfaction through Perceived usefulness of Jember Smart City (J-Kopi) Application Users, which was proven true or H4 was accepted. The test results showed that there was an indirect effect of service quality (X) on the public satisfaction variable (Y) through the intervening variable Perceived usefulness (Z) of 0.094, which is smaller than the direct effect of the service quality variable (X) on the public satisfaction variable (Y) which is 0.378. This finding confirms that perceived usefulness acts as an effective mediating variable in the relationship between service quality and public satisfaction. This means that good service quality will increase the perceived usefulness of the application, which in turn will increase user satisfaction.

This indirect effect can be explained through a mechanism where good service quality, such as system responsiveness, application reliability, and ease of access, will increase user perceptions of the usefulness of the J-Kopi application. When users feel that the application provides quality service, they tend to rate the application as more useful in helping their daily activities. This increase in perceived usefulness then acts as a catalyst that drives an increase in overall user satisfaction.

These findings have important implications for the future development of the J-Kopi Application. Management needs to pay attention not only to the direct service quality aspect, but also to how the service quality can improve the perception of the application's usefulness in the eyes of users.

By understanding the mediating role of perceived usefulness, developers can design service improvement strategies that not only focus on technical aspects, but also consider how each quality improvement can contribute to the perception of usefulness and ultimately user satisfaction. This research in line with research that conduct by (Chunlei et al., 2023) shows that serice quality has effect on satisfaction through perceived usefulness.

CONCLUSION

This study concludes that both service quality significantly impact the satisfaction of J-KOPI app users. Specifically, dimensions such as reliability, responsiveness, assurance, empathy, and tangibility in service quality directly contribute to the perceived usefulness and user satisfaction. These findings confirm the positive relationship between high service quality in fostering user engagement and satisfaction with J-KOPI as a digital platform for public services in Jember.

The implications of these findings highlight the need for the J-KOPI application to maintain and enhance service quality as core elements of user satisfaction. Enhanced service quality directly improves the perceived usefulness, encouraging more productive use of the application. As users experience reliable and responsive service, their perception of the app's value increases, positively impacting overall satisfaction. This reinforces the strategy of investing in service quality to drive both efficiency and user experience in public digital services, aligning with Jember's smart city goals. This dual approach strengthening service quality and fostering will ensure the sustained relevance and success of J-KOPI in supporting Jember's digital transformation.

The limitations of this study are that it only uses 3 types of variables, namely service quality, perceived usefulness and user satisfaction, and also that only part of the sample respondents are used.

The recommendation that needs to be conveyed is that in the future it is better to use more samples and also use smaller errors. It should be added with variables that can increase the satisfaction of J-Kopi users in Jember Regency such as brands and good system quality.

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