

Ease of Access Information and Service Quality on Satisfaction In The SVLK Process at TRIC

Bambang Sukaryono¹, Muhammad Taufiq Ramadhan², Tasrim²

¹Universitas PGRI Yogyakarta, ²Universitas Diponegoro, ²Universitas PGRI Yogyakarta
e-mail: 1bambangsukaryono7@gmail.com, 2taufiq28e@gmail.com, 3tasrim@upy.ac.id

ABSTRACT

This study aims to analyze the impact of information accessibility and service quality provided by TRIC on the satisfaction of its auditees. Service quality and information accessibility play a crucial role in shaping satisfaction, which is instrumental for companies in navigating the competitive SVLK certification industry in Indonesia. A quantitative approach was employed to examine the influence of user satisfaction, utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS as the data processing tool. A total of 257 respondents were selected through purposive sampling to represent companies already certified under the SVLK scheme.

The results reveal that both information accessibility and service quality have a positive impact on user satisfaction. Based on these findings, it is recommended that TRIC enhances its service quality and information accessibility by offering creative and innovative services to better meet the needs of its auditees.

Keywords: *Auditee Satisfaction, Information Accessibility, Service Quality, SVLK Certification*

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I. INTRODUCTION

In contemporary marketing theory and practice, customer satisfaction is a key idea that highlights the value of customer satisfaction and the possible rewards received in exchange. Given the disparities in economic and cultural traits between Asian and Western nations, research on the application of customer satisfaction models and theories in these regions is especially pertinent (Yi & Natarajan, 2018). A crucial concept for understanding the dynamics of exchange in relational transactions is satisfaction (Indriastuti & Hidayat, 2021). Within a given time frame, it comprises an



assessment of the experiences of both purchasing and consuming a good or service (Suharto & Yuliansyah, 2023).

Service quality plays an important role in influencing the level of community satisfaction as a service recipient where the better the quality of service, the higher the level of community satisfaction and becomes a top priority for companies in providing optimal service (Defintasari et al., 2021). Good service not only improves the customer experience after purchase, but also becomes a major element to create loyalty. In a highly competitive market, dissatisfied customers are likely to turn to competitors (Xia & Ha, 2021). Meeting consumer expectations for high-quality products or services is crucial. Providing high-quality services remains a key factor for businesses to sustain and grow (Satti et al., 2021). Moreover, service quality plays a vital role in ensuring business profitability (Chi et al., 2020). Additionally, good accessibility can enhance customer satisfaction with a product or service, as it simplifies the process of obtaining the product or service (Utami, 2023). Accessibility refers to the ease of reaching or acquiring something. Improved accessibility not only facilitates public access to various facilities and services but also boosts satisfaction levels.

The study conducted by (Hussain et al., 2015) states that service quality has a positive influence on user satisfaction. Additionally, (Li et al., 2021) also state that improving service quality positively affects the increase in user satisfaction. However, the study (Bagus Nyoman Udayana & Lukitaningsih, 2022) found that service quality does not have a significant impact on satisfaction. The research by (Subowo, S.Kom., M.T.I., 2020) states that ease of access has a significant positive impact on user satisfaction. On the other hand (Ibrahim et al., 2024) state that ease of access does not have an impact on user satisfaction. Therefore, there are differences in the results of research on the impact of service quality and ease of access on satisfaction. Furthermore, this study uses the object of a SVLK certification service company, where there is limited research on customer satisfaction in the SVLK certification service industry. Thus, it is important to analyze the influence of service quality and ease of access in SVLK certification companies to better retain customers.

II. LITERATURE REVIEW



Easy Access to Information

Easy access to information is a process that allows individuals to identify, obtain, and use relevant information to meet their information needs, regardless of physical, economic, or legal restrictions (Hernikasari & Ali, 2022). According to Robert Ellis Smith (2017), easy access to information is the availability of information in a format that can be easily obtained by someone in need, without unnecessary obstacles (Gorgolewski et al., 2017). This concept includes the clarity of the purpose of using technology and the ease of using the system for the purpose according to the user's wishes. So the easier it is to access information, the more often people will use it.

Service Quality

Service quality is an attitude closely related to, but distinct from, satisfaction, arising from the comparison of customer expectations with actual performance perceptions (Ozdemir et al., 2020). It emphasizes the gap between the perceived expectations of a service and the perception of the service received (Ghosh et al., 2017). As a critical factor in distinguishing businesses in highly competitive markets, service quality serves as a key driver for service-oriented industries. By enhancing service quality, companies can positively impact customer retention and loyalty. Furthermore, it is well established that improved service quality fosters customer loyalty and enhances operational profitability (Quach et al., 2016). Consistently high-quality service across all interactions significantly enriches the customer's overall experience with the company (Goyal & Chanda, 2017).

Satisfaction

A person's assessment of their work and the experiences it offers can have a significant impact on their level of satisfaction, which can be either positive or negative. These emotions are connected to an individual's thoughts and feelings regarding their work. A person's opinion of their surroundings is more favorable the more satisfied they are. On the other hand, low satisfaction can result in negative emotions and have an impact on attitudes and performance (Candidate et al., 2017).



The concept of satisfaction can be understood from multiple perspectives, including emotional responses, evaluative judgments, and the fulfillment of expectations (Rauf et al., 2020). It highlights the emotional dimension and the fulfillment of expectations related to various environmental aspects (Ibrahim & Napu, 2023). Satisfaction encompasses emotional, evaluative, and cognitive elements, as well as a comparison between expectations and actual experiences (Anani et al., 2020).

Perceptions or impressions of performance and expectations influence consumer satisfaction. Customers are not satisfied if performance falls short of their expectations. If performance lives up to expectations, customers will be happy. When performance surpasses expectations, customers will be extremely delighted or satisfied (Puspitasari & Fauziyah, 2022). According to Phillip Kotler and Kevin Lane Keller (2015: 177), customer satisfaction refers to an individual's sense of pleasure or disappointment that emerges from comparing the perceived performance (outcome) of a product with their expectations of its performance.

III. METHODS

This study employs a quantitative approach to analyze the effect of service quality and information accessibility on the satisfaction of TRIC's SVLK clients. The study population consists of all active SVLK clients up to the current year. Data collection was conducted using a questionnaire survey. Each construct item was derived from variables related to information accessibility, service quality, and user satisfaction. A Likert scale ranging from 1 to 4 was employed, with 1 indicating "strongly disagree" and 4 indicating "strongly agree." The questionnaire items used in this research were adapted from previous studies that demonstrated strong validity.

Quantitative data were collected by distributing questionnaires accessible to respondents online via Google Forms or manually filled out. The sample included 257 SVLK auditee clients of TRIC.

Data analysis in this study was conducted using the Structural Equation Modeling (SEM) method with a Partial Least Squares (PLS) approach. The SmartPLS 3.2.9 application was utilized as the analytical tool. SEM is a statistical technique used to analyze the relationship patterns between latent variables and their indicators, as well as the relationships among latent variables, including direct measurement errors.



SEM enables direct analysis between dependent and independent variables. PLS, a variance-based SEM technique, is designed to solve multiple regression problems with specific datasets (Ghazali & Latan, 2015).

Below is a table presenting the variable definitions and corresponding indicators

Table 1 Definition Variable

Variable	Operational Definition	Question Indicators
Service Quality (SQ)	Service quality refers to the extent of the gap between the reality experienced by customers and their expectations of the services they receive or obtain Mauludin (2013:67)	<ol style="list-style-type: none"> 1. The communication process or response from TRIC personnel to questions or complaints related to the certification process (SQ1) 2. The scheduling of audit activities at TRIC (SQ2) 3. The speed of document V-Legal issuance (SQ3) 4. The speed of the V-Legal document revision process (SQ4) 5. The accuracy and precision of V-Legal officers in issuing V-Legal documents (SQ5)



		6. Communication with TRIC staff regarding V-Legal document issuance services (SQ6)
Ease Of Acces Information (EIA)	Information accessibility is a process that enables individuals to identify, acquire, and utilize relevant information to meet their informational needs, regardless of physical, economic, or legal limitations (Hernikasari & Ali, 2022)	<ol style="list-style-type: none"> 1. The ease of obtaining information and certification requirements for SVLK at TRIC (EIA1) 2. The ease of operating the V-Legal document issuance application (e-TRIC) (EIA2)
Customer Satisfaction (SAT)	Satisfaction is a positive (or negative) feeling influenced by an individual's assessment of the work and experiences they have received (Darman et al., 2017)	<ol style="list-style-type: none"> 1. The professionalism of TRIC auditors (SAT1) 2. The transparency and speed of the SVLK certification process at TRIC (SAT2)

IV. RESULTS



Table 2 Ouput Significance

Hipotesis	Hubungan	Path Coefficient (β)	T-statistics	P-Values	Keterangan	
					β	t-test
H1	QS -> SAT	0,305	4,231	0,000	Significance	Accepted
H2	EIA -> SAT	0,533	9,122	0,000	Significance	Accepted

Sumber: Primary Data, processed 2024

The first hypothesis testing states that the service quality variable (QS) positively affects auditee satisfaction (SAT). Table 1.4 shows that the relationship between service quality (QS) and satisfaction (SAT) has a parameter coefficient of 0.305 with a significance value of 0.000 (less than 5% or 0.050) and a t-statistic value of 4.231 (greater than the t-table value of 1.64). Thus, the first hypothesis (H1) is accepted. The better the level of service quality provided by the auditor to the auditee, the higher the level of satisfaction experienced by the auditee. This is evidenced by the results of hypothesis testing, which demonstrate that service quality has a positive and significant effect on student satisfaction. These findings are consistent with research conducted by (Annamdevula & Bellamkonda, 2016). Therefore, it is important to continuously maintain or improve service quality, as competing certification companies are likely to also enhance their service quality. In this study, it was found that out of 257 SVLK auditee respondents, the highest number of respondents strongly agreed with the question in indicator 1 (QS1), which relates to the communication process or response from TRIC personnel to questions or complaints regarding the certification process. This indicates that auditees perceive the communication with auditors as excellent and feel greatly assisted during the certification process. Therefore, auditors are expected to maintain or improve their communication throughout the certification process to ensure auditee satisfaction.

The second hypothesis testing states that the ease of access to information variable (EIA) positively affects auditee satisfaction (SAT). Table 1.4 indicates that the relationship between ease of access to information (EIA) and satisfaction (SAT) has a parameter coefficient of 0.533 with a significance value of 0.000 (less than 5% or 0.050) and a t-statistic value of 9.122 (greater than the t-table value of 1.64). Thus, the second hypothesis (H2) is accepted. The easier the access to TRIC's service information, the higher the level of satisfaction experienced by the auditee. This finding implies that



TRIC should continuously maintain and improve its internet access and website infrastructure to facilitate the ease of accessing certification information. The results of this study are in accordance with the results of the study (Subowo, S.Kom., M.T.I., 2020) which states that ease of access has a positive influence on user satisfaction. In this study, it was found that out of 257 SVLK auditee respondents, the highest number of respondents strongly agreed equally with both indicators of the information accessibility variable (EIA). These indicators were EIA1, which pertains to the ease of obtaining information and certification requirements for SVLK at TRIC, and EIA2, which relates to the ease of operating the V-Legal document issuance application (e-TRIC). This indicates that the information accessibility provided by TRIC is already very good. It is expected that TRIC will continue to maintain ease of access to information and application operation, such as by regularly updating information on the website and maintaining the TRIC website.

V. CONCLUSION AND SUGGESTION

1. Service quality and ease of access to information provided by an auditor have a positive influence on auditee satisfaction. The higher the level of service quality and ease of access to information offered by an auditor, the greater the satisfaction experienced by the auditee. This level of auditee satisfaction will, in turn, impact their loyalty to the company.
2. With an influence coefficient of 0.305 and a strong significance value (p -value = 0.000), it can be concluded that ease of access to information has a significant impact on auditee satisfaction. TRIC management is advised to improve the accessibility of information related to the SVLK certification process. Suggested policies include: Developing an Information Portal, Providing Educational Materials, Real-Time Information Services.
3. Auditor service quality has a higher influence coefficient (0.533) with a strong significance value (p -value = 0.000), indicating a significant impact on auditee satisfaction. TRIC management must ensure that auditors possess excellent competencies in delivering services. Recommended policies include: Continuous Training, Auditor Performance Evaluation, Service Standards



4. Analysis of the Impact of Auditee Satisfaction on TRIC Loyalty and Reputation.

Further studies could explore the effect of auditee satisfaction on their loyalty to TRIC and the company's reputation within the industry. This analysis would provide management with insights into the critical role of enhancing auditee satisfaction in maintaining loyal clients and strengthening the organization's standing in the market.

- #### 5. Qualitative Approaches to Deepen Auditee Perceptions.
- Qualitative research methods, such as in-depth interviews or case studies, could be conducted to gain a more comprehensive understanding of the factors influencing auditee satisfaction. These methods can provide additional insights that may not be captured through quantitative research alone.

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