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THE EFFECT OF DIGITAL SERVICE QUALITY AND UI/UX ON SATISFACTION AND INTENTION TO REUSE THE MYTELKOMSEL APPLICATION

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Abstract

This study looks at how the quality of digital services and the user interface/user experience (UI/UX) affect user satisfaction and the desire to use the MyTelkomsel app again. The research uses a quantitative method where data was gathered through an online survey sent to students in the Digital Business program at the Faculty of Economics and Business, Universitas Negeri Jakarta, who have used the app before. The data was analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The findings show that digital service quality has a strong and positive impact on both user satisfaction and the intention to use the app again. However, UI/UX does not significantly influence either user satisfaction or reuse intention. User satisfaction plays a key role in influencing reuse intention and partially connects digital service quality to reuse intention, but it does not act as a bridge between UI/UX and reuse intention. These results suggest that in apps related to practical telecommunications services, users care more about the functional parts of the service, like reliability, efficiency, and security, rather than the design or experience of the interface. This study adds new knowledge to the field of digital service quality and offers useful guidance for improving user satisfaction and promoting continued use of telecom apps.

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1. INTRODUCTION

The fast growth of digital services on mobile phones has changed the way people use services completely. In many service fields, apps have become the main way users get services, handle their transactions, and keep in touch with providers over time. Because of this, how happy users are and whether they keep using a service now depends not just on whether the service is available, but also on how well it's provided through these app platforms. The telecom industry is one of the sectors in Indonesia that has changed the most with digital technology. According to the 2025 Indonesian Internet Profile Survey by APJII, internet use has reached 80.66% of the population, which is around 229.4 million people. This shows how big the digital market has gotten in Indonesia. This change has affected the telecom industry a lot, where mobile network companies are no longer just providing connections—they have become digital service providers through app-based platforms.

In Indonesia, the growing use of digital technology shows how important mobile apps are for businesses. According to the Indonesian Internet Service Providers Association (APJII), by 2025, 80.66% of people in Indonesia had internet access, which is about 229 million users. Most of them use mobile devices to connect to the internet. Because of this fast growth, there is more competition among companies offering digital services. As a result,

organizations are working hard to improve the quality of their digital tools and the user experience through their app interfaces.

The telecommunications industry is a unique area within the digital transformation. Mobile network companies are no longer just providing connections; they are now using app-based self-service tools to handle customer interactions. Apps like MyTelkomsel help users with everyday tasks, such as buying data, checking their balance and limits, and getting service details. Because of this, these apps are very important in affecting how happy users are and whether they want to keep using the service.

Previous research on digital apps has often focused on how the design of the app's look (UI) and how it feels to use (UX) affects how happy users are. Studies show that when an app is easy to use, simple to navigate, and gives good interaction experiences, users are more satisfied and more likely to keep using it (Maharani et al., 2023; Ngurah, 2021; Anisa Sholaihah & Andrian, 2024). However, most of these studies have looked at apps in areas like online shopping, banking, and information systems. These types of apps are usually for fun or a mix of purposes, and they rely a lot on making the user experience enjoyable to keep people interested and coming back.

Unlike apps made by mobile network providers, these apps have very different features. They are mostly used for practical purposes and focus on working well, being dependable, and keeping things secure instead of being fun or exciting to use. In these situations, it's not clear if the look and feel of an app (UI/UX) is the main reason people like it and keep using it, or if how well the app works (functional quality) has a bigger effect. This uncertainty shows that the importance of good service quality and good design might depend on the type of app, not be the same for all apps.

Even though it's well known that the quality of digital services plays a big role in how satisfied users are and whether they continue using technology-based services (Parasuraman et al., 2005; Zhou, 2013), there aren't many studies that directly compare how important this quality is compared to the user interface and user experience in telecom services. Most of the research on the MyTelkomsel app has focused on how easy it is to use or what people think about their experience, but it hasn't put together a full model that includes both digital service quality and UI/UX to explain why users are satisfied and why they might use the service again.

Based on this research gap, the current study aims to answer this main question: In utilitarian telecom apps like MyTelkomsel, do the functional parts of digital service quality or the experiential parts of the UI/UX have a bigger impact on user satisfaction and their decision to use the app again? To find out, this study looks at how digital service quality and UI/UX affect user satisfaction and the intention to reuse the app. It also checks how user satisfaction acts as a middle step between these factors and the final outcomes.

This study uses a quantitative approach to explain things by looking at data from students in the Digital Business Study Program at the Faculty of Economics and Business, Universitas Negeri Jakarta. These students have strong digital skills and lots of experience with mobile apps. The results should help in theory by showing how digital service quality and the user interface and experience matter in apps that are used for practical purposes. They should also help in practice by giving telecom companies ideas on where to focus their efforts to improve user satisfaction and get people to keep using their apps.

2. LITERATURE REVIEW

2.1 Theoretical and Conceptual Background

In the world of digital services, how a service is provided through technology matters just as much as the final result. Parasuraman and others (2005) created the idea of electronic service quality, or e-service quality, which includes several key parts like efficiency, reliability, fulfillment, and security. In mobile apps, digital service quality means the system can offer services that are stable, fast, and safe, and that match what users need.

In apps used for practical tasks, digital service quality is especially important because users mainly care about completing tasks efficiently. Zhou (2013) said that when people use technology-based services regularly, they judge quality mainly by how well the app works, not by feelings or the experience itself. So, digital service quality acts as a basic part that helps shape how users see these kinds of apps.

User Interface (UI) and User Experience (UX) are two ideas that go together and describe how users interact with digital tools. UI covers the look and structure, like layout, colors, fonts, and how you move through the app. UX is about the overall feelings and impressions users get while using the app, including how easy it is to use, how comfortable it feels, and how it makes them feel emotionally (Ngurah, 2021). In many studies, both UI and UX are seen as key things that affect how good the user experience is in digital apps.

The role of UI/UX isn't the same in every app. In apps that are all about fun or exploration, the design and user experience are often the main thing that people care about. But in apps that are more about getting things done quickly and efficiently, the UI/UX is more like a helper. In these cases, users care more about whether the app works well and reliably than about how nice it looks or how smooth the interactions are.

User satisfaction is about how happy users are after using a service. It happens when what they actually experience matches or even beats their expectations. This idea comes from Expectation–Confirmation Theory, which

says people are satisfied when a service performs as they hoped. In digital services, user satisfaction connects how good the service is and how well it's used to whether people keep using it again.

Reuse intention is about whether users plan to use an app again in the future. It's a sign of how well a digital service does long-term. Users who are happy with how well an app works and how dependable it is are more likely to keep using it. So, user satisfaction acts as a link between how good the service is, how the UI/UX works, and whether users will keep coming back.

2.2.1 Empirical Review and Hypothesis

Many studies have shown that how good a digital service is affects how satisfied users are, no matter what kind of tech-based service it is. Parasuraman et al. (2005) and Zhou (2013) found that if a service is efficient, reliable, and secure, users are happier and more likely to use it again. This means that when people think a digital service is dependable and fast, they tend to like it more.

Research on user interfaces and experiences has also shown important results in many digital app settings. Maharani et al. (2023) found that clear interfaces and easy navigation make users more satisfied with mobile apps. Ngurah (2021) and Anisa Sholaihah and Andrian (2024) also reported similar results, pointing out that good UI/UX helps create positive feelings and keeps users loyal by making interactions feel natural and comfortable.

However, most of these studies were done in areas like e-commerce, information systems, or digital platforms that are either fun or partly fun. In those cases, UI/UX often plays a big role in how users engage with and stay loyal to a service. So, applying these findings to utilitarian telecom apps needs more research.

In telecom apps, users usually care about getting their basic needs met regularly, like making transactions, managing accounts, or accessing service details.

Because of that, things like system stability and how reliable the service is are more important for user satisfaction and the desire to use the app again. These differences show that how much UI/UX affects satisfaction and reuse depends on the context, and it's not the same across all types of digital apps.

Many studies have shown that when users are satisfied with a service, they are more likely to use it again. Researchers like Phillip et al. (2003) and Bhattacherjee (2001) found that satisfaction is a key factor in predicting whether users will continue using a service and reuse it. In digital services, satisfaction acts as a bridge that turns how users feel about the service into their long-term loyalty to it.

However, there are not many studies that look at how both the quality of a digital service and its user interface and experience (UI/UX) affect user satisfaction and the desire to reuse the service. These studies also don’t often consider how user satisfaction helps connect service quality and UI/UX to the decision to reuse the service, especially in the context of telecom services. Because of this gap in research, the following hypotheses are suggested:

H1: The quality of the digital service has a big impact on user satisfaction with the MyTelkomsel app.
H2: The user interface and user experience (UI/UX) have a big impact on user satisfaction with the MyTelkomsel app.
H3: The quality of the digital service has a big impact on users’ desire to reuse the MyTelkomsel app.
H4: The user interface and user experience (UI/UX) have a big impact on users’ desire to reuse the MyTelkomsel app.
H5: User satisfaction has a big impact on users’ desire to reuse the MyTelkomsel app.
H6: User satisfaction helps explain how digital service quality affects the desire to reuse the MyTelkomsel app.
H7: User satisfaction helps explain how UI/UX affects the desire to reuse the MyTelkomsel app.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study uses a quantitative research method with an explanatory design to look at how digital service quality, user interface and user experience (UI/UX), user satisfaction, and the desire to reuse the service are connected in the MyTelkomsel app. An explanatory design is right for this because the main goal isn’t just to understand what users think, but to check if certain theories about how different parts of digital apps affect satisfaction and continued use are true.

The model used in this study is made to answer the main question: “do the practical features of digital service quality or the experience-based elements of UI/UX have a bigger impact on user satisfaction and the willingness to use the app again?**”** By looking at both of these factors together in one framework, the study can compare how much each one influences user behavior.

3.2 Population and Sample

The population of this study includes students from the Digital Business Study Program at the Faculty of Economics and Business, Universitas Negeri Jakarta, who have used the MyTelkomsel application. These students were chosen because they usually have good digital skills and are regular users of mobile-based services, which makes them able to give thoughtful feedback about the quality of the service and their overall experience with the app.

A purposive sampling method was used to select participants who met certain conditions related to the study's goals. These conditions were: (1) having downloaded and used the MyTelkomsel app, and (2) having used it in the past three months. This helped make sure that the people giving feedback had recent and relevant experiences with the app.

3.3 Data Collection Method

Primary data were gathered using a structured online questionnaire. An online survey was chosen because the application being studied is digital and the group of people responding has certain characteristics. This method made it easier to collect data quickly and kept the way measurements were done consistent.

The questionnaire had questions that were closed-ended, meaning respondents had to pick from a set of options. These questions were meant to find out how people felt about the quality of digital services, the user interface and experience, their satisfaction, and whether they would use the service again. Every question was rated on a five-point scale, where 1 meant "strongly disagree" and 5 meant "strongly agree." This type of scale is often used in research about behavior and information systems to understand people's opinions.

3.4 Measurement of Variables

Digital service quality was measured using indicators based on the electronic service quality (e-service quality) model developed by Parasuraman et al. (2005). This model includes aspects like efficiency, system reliability, fulfillment, and security. These factors were chosen because they show how well digital services work, which is especially important in practical uses like telecommunication platforms.

User Interface and User Experience (UI/UX) were assessed using indicators such as visual clarity, ease of navigation, usability, comfort during interaction, and overall user experience. These were taken from previous studies that have been validated.

User satisfaction was measured as an overall view of how satisfied users were, based on how their expectations compared to their actual experience with the MyTelkomsel app. Reuse intention was measured by how likely users were to keep using the app in the future, showing their long-term commitment to the service.

3.5 Data Analysis Technique

The data collected were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. PLS-SEM was chosen because it works well with complex models that have many hidden factors and relationships where one variable affects another. It doesn’t require the data to follow strict normal distribution rules.

Also, PLS-SEM is great for studies that are either looking to explore new ideas or explain existing ones. It helps understand which factors are more important and how they might influence each other through mediation. This method checks both the measurement part and the structural part of the model at the same time, making the study results more solid and trustworthy.

To test the hypotheses, the bootstrapping method was used. This helps determine whether the direct and indirect effects between variables are statistically significant.

3.6 Ethical Considerations

This study follows basic ethical rules for social science research. People could choose whether to take part in the survey, and they were told about the study's purpose before they started the questionnaire. Their names and personal information were kept secret, and all the information gathered was only used for research and learning.

3.7 Research Model

This study uses a conceptual research model to look at how digital service quality, user interface and user experience (UI/UX), user satisfaction, and the intention to reuse the app are connected, specifically in the case of the MyTelkomsel application. The model is built using well-known theories and previous research, and it helps us test our ideas.

In this model, digital service quality and UI/UX are seen as main factors that influence user satisfaction. User satisfaction is a middle step that shows how digital service quality and UI/UX affect the intention to reuse the app. The intention to reuse is the final outcome, showing how likely users are to keep using the app.

he conceptual model used in this study is shown in Figure 1, and it forms the starting point for the analysis steps that come next.

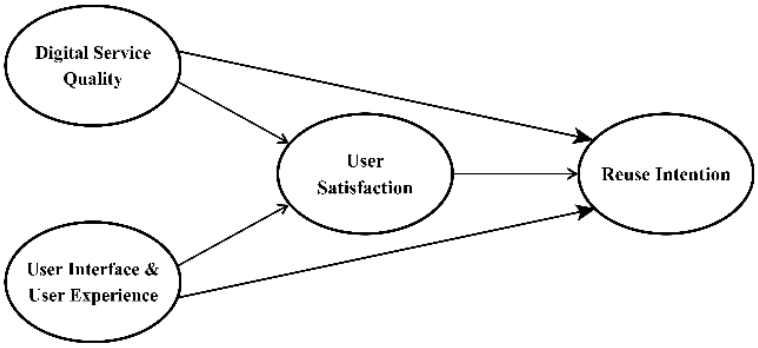


Figure 1. Conceptual Model of the Study
Source: Authors (2025)

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Overview of Data Analysis

Data analysis in this study was done using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method, with the help of SmartPLS version 4 software. This approach was chosen because it allows researchers to look at cause-and-effect relationships between hidden variables at the same time, and it doesn't need the data to follow strict normal distribution rules.

The analysis process had several steps, including checking the measurement model, checking the structural model, and testing for mediation effects using a bootstrapping method, as suggested by (Jr et al., 2022).

4.1.2 Measurement Model Evaluation

The evaluation of the measurement model was done to make sure that the indicators used in the study properly measure the underlying concepts in a valid and dependable way. This part of the process included checking the convergent validity and the reliability of the constructs.

4.1.2.1 Convergent Validity

Convergent validity was checked by looking at how strongly each indicator is connected to its own main idea. Based on Jr et al. (2022), if an indicator has a connection strength of 0.70 or more, it shows good validity. But even if the connection is between 0.60 and 0.70, it's still okay, especially when doing early research or building the model for the first time.

Table 1. Outer Loading Values of Measurement Indicators

Construct	Indicator	Outer Loading	Remark
Digital Service Quality (X1)	X1.1	0.838	Valid
	X1.4	0.805	Valid
	X1.5	0.667	Valid
User Interface & User Experience (X2)	X2.2	0.736	Valid
	X2.4	0.794	Valid
User Satisfaction (Y)	Y1	0.875	Valid
	Y5	0.858	Valid
Reuse Intention (Z)	Z1	0.723	Valid
	Z3	0.763	Valid
	Z4	0.703	Valid
	Z5	0.703	Valid

Source: Authors (2025)

Looking at Table 1, every indicator in this study has an outer loading value higher than 0.60. This means all the indicators satisfy the requirements for convergent validity, as stated in the PLS-SEM guidelines from Jr et al., 2022.

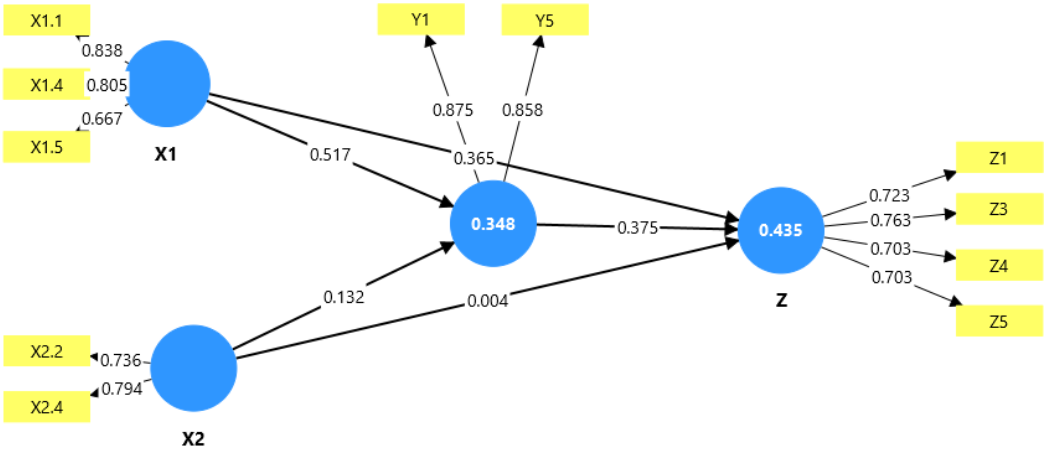


Figure 2. PLS-SEM Structural Model
Source: Authors (2025)

During the evaluation of the measurement model, some indicators had outer loading values that were below the suggested limit. These were removed from the model to enhance convergent validity and construct reliability. The process of removing these indicators followed the guidelines for PLS-SEM, which permit the exclusion of indicators with low outer loadings, as long as each latent construct still has at least two indicators and meets the necessary standards for composite reliability and average variance extracted (Jr et al., 2022). After removing the indicators, all the constructs in this study satisfied the required standards for validity and reliability.

4.1.2.2 Construct Reliability

To check how well the indicators work together to measure their hidden ideas, we did a test called construct reliability testing. We used three methods: Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) to evaluate this.

According to Jr et al. (2022), if the Composite Reliability is 0.70 or more, it means the construct is reliable. In PLS-SEM, Composite Reliability is better than Cronbach's Alpha because it doesn't require all indicators to have the same strength. Also, if the AVE is 0.50 or higher, it means the construct explains more than half of the variation in the indicators.

Table 2. Construct Reability and Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE	Remark
Digital Service Quality (X1)	0.658	0.816	0.599	Reliable
UI/UX (X2)	0.293	0.738	0.586	Reliable
User Satisfaction (Y)	0.667	0.857	0.750	Reliable
Reuse Intention (Z)	0.696	0.814	0.523	Reliable

Source: Authors (2025)

Looking at Table 2, every construct has a composite reliability score higher than 0.70 and an AVE score higher than 0.50. This shows that all the constructs in this study are reliable and have good convergent validity. So, the measurement model is appropriate for moving forward with the structural model analysis (Jr et al., 2022).

4.1.3 Structural Model Evaluation

The evaluation of the structural model was done to check how well the research model can predict outcomes and to look at the cause-and-effect links between the hidden concepts. This process involved looking at the coefficient of determination (R-square) and the path coefficients.

4.1.3.1 Coefficient of Determination (R-Square)

The R-square value shows how well the exogenous variables explain the variation in the endogenous variables. According to (Jr et al., 2022), an R^2 of 0.25 means the prediction is not very strong, an R^2 of 0.50 means the prediction is somewhat good, and an R^2 of 0.75 means the prediction is quite strong.

Table 3. R-Square (R^2) Value

Endogenous Variable	R-Square	R-Square Adjusted	Criterion
User Satisfaction (Y)	0.348	0.332	Moderate
Reuse Intention (Z)	0.435	0.415	Moderate

Source: Authors (2025)

Looking at Table 3, the R-square value for User Satisfaction is 0.348, and for Reuse Intention it is 0.435. These numbers are in the moderate range, which means the research model has enough ability to predict outcomes in the study of behavior and information systems.

4.1.3.2 Structural Model and Path Coefficients

The connections between the hidden concepts in this study are shown through the path coefficients from the structural model. The PLS-SEM model shows the path coefficients and R-square values like this.

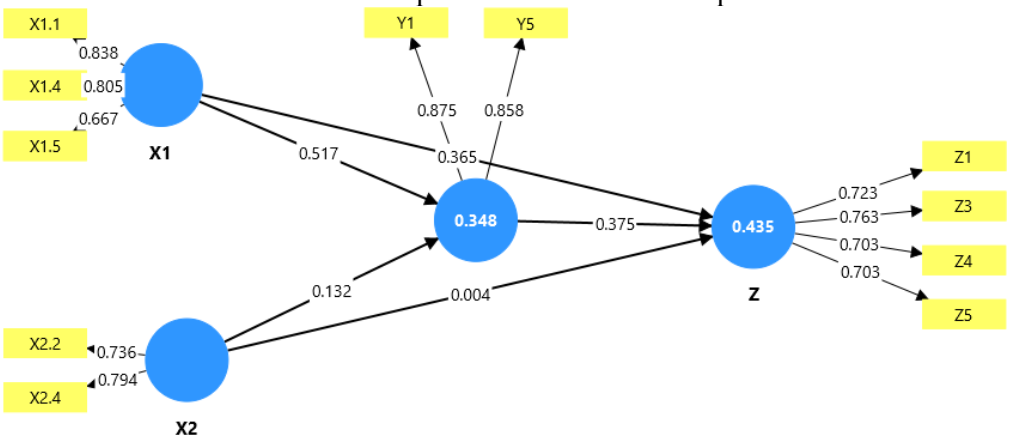


Figure 3. PLS-SEM Structural Model
Source: Authors (2025)

4.1.4 Hypothesis Testing

Hypothesis testing was done using the bootstrapping method with a significance level of 5%. As mentioned in (Jr et al., 2022), a relationship is considered statistically significant if the t-statistic is 1.96 or higher, or the p-value is 0.05 or lower.

4.1.4.1 Direct Effects Testing

Table 4. Results of Direct Effects Hypothesis Testing

Hypothesis	Path	Coefficient (β)	t-statistic	p-value	Decision
H1	X1 → Y	0.517	4.855	0.000	Supported
H2	X2 → Y	0.132	1.066	0.286	Not Supported
H3	X1 → Z	0.365	3.240	0.001	Supported
H4	X2 → Z	0.004	0.046	0.964	Not Supported
H5	Y → Z	0.375	3.548	0.000	Supported

Source: Authors (2025)

The results from the hypothesis tests show that the quality of digital services has a strong positive impact on how satisfied users are and their desire to use the service again. However, the design of the user interface and user experience does not have a significant effect on either satisfaction or the intention to reuse. Additionally, user satisfaction plays a key role in determining whether users will continue to use the service, highlighting its importance in influencing long-term usage behavior.

4.1.4.2 Indirect Effects (Mediation Testing)

Mediation testing was done by checking the specific indirect effects using a method called bootstrapping. According to Jr et al., 2022, an indirect effect is seen as statistically significant when the p-value is below 0.05.

Table 5. Results of Indirect Effects (Specific Indirect Effects)

Hypothesis	Mediation Path	Indirect Effect (β)	t-statistic	p-value	Decision
H6	X1 → Y → Z	0.194	2.902	0.004	Supported
H7	X2 → Y → Z	0.049	1.016	0.310	Not Supported

Source: Authors (2025)

The findings show that user satisfaction partly explains the link between the quality of digital services and the intention to reuse them. However, user satisfaction does not explain the connection between UI/UX and the intention to reuse.

4.2 Discussion

4.2.1 The Role of Digital Service Quality in Shaping User Satisfaction

The study shows that the quality of digital services has a strong positive impact on how satisfied users are. This means that users of the MyTelkomsel app really care about things like how well the system works, how fast it is, and how secure their transactions are. In telecom apps, these features are important because they help users handle important services, which makes them key factors in how happy users are.

This result matches the e-service quality model from Parasuraman et al. (2005) and is also backed by Zhou (2013), who say that digital service quality is a main way people judge tech-based services. The study supports the idea that in practical apps, user satisfaction depends more on the system being dependable and working well, rather than on things like experience or looks.

4.2.2 The Insignificant Effect of UI/UX on User Satisfaction

Unlike what many studies in e-commerce and apps that focus on user experience have found, this study shows that the design of a website or app (UI/UX) doesn't greatly affect how satisfied users are with the MyTelkomsel app. This means that while the look and feel of an app might make a first impression or make it easier to use, it's not the main thing that determines if users are happy with the app.

This result makes sense because telecommunication apps are mostly about getting things done. Users usually open the app to complete specific tasks, like buying data or checking their account. As long as these tasks work well and quickly, users might not mind if the app isn't very attractive or exciting. This suggests that how much UI/UX affects satisfaction depends on the situation, and it might not be as important in apps where getting things done is the main goal.

4.2.3 Digital Service Quality as a Driver of Reuse Intention

The results show that the quality of digital services has a strong positive impact on the intention to reuse them. This means that users who think the service is reliable and works well are more likely to keep using the MyTelkomsel app. In situations where the main goal is to use a service for practical purposes, staying with the app is connected to how much users trust it and believe it will work when needed.

This finding matches what earlier studies in mobile and digital services have found, which say that the quality of digital services is a key factor in making people keep using them (Zhou, 2013). When users have a good experience with the service every time, they are more likely to use it regularly and stay committed to the app over a long period.

4.2.4 The Limited Role of UI/UX in Shaping Reuse Intention

The study shows that the look and feel of an app, along with how easy it is to use, don't strongly influence whether people will use the app again. This means that people decide to keep using the MyTelkomsel app for reasons beyond just the design or how smoothly it works.

In the case of telecom apps, users mostly use them for everyday tasks they need to do regularly. So even though a good UI/UX can make using the app more comfortable, it might not be enough on its own to make people use the app again. It needs to go hand-in-hand with high-quality digital services. This supports the idea that how well the app works is more important than how nice it looks when it comes to keeping users coming back.

4.2.5 The Mediating Role of User Satisfaction

The mediation analysis shows that user satisfaction partly explains the link between digital service quality and the desire to reuse a service. This means that digital service quality affects reuse intention both directly and indirectly by improving user satisfaction. This pattern aligns with the Expectation–Confirmation Theory, which suggests that satisfaction is the main way people turn their evaluations of a service into a decision to keep using it.

On the other hand, user satisfaction doesn’t explain the link between UI/UX and reuse intention. This suggests that UI/UX has limited influence in situations where the main goal is practical use, and it shows that how well a service works functionally is more important in shaping user behavior.

5. CONCLUSION

This study looks at how the quality of digital services and the user interface/user experience (UI/UX) affect user satisfaction and the desire to use the MyTelkomsel app again. The results from the PLS-SEM analysis show some key points.

The research found that digital service quality has a strong positive impact on both user satisfaction and the wish to use the app again. This means that how well the app works—like how reliable it is, how fast it runs, and how secure it is—plays a big role in how users feel about it and whether they keep using it. On the other hand, UI/UX does not have a strong effect on satisfaction or the intention to use the app again. This suggests that for apps like MyTelkomsel, which are used for practical purposes, people care more about how well the app functions than how it looks or feels to use.

The study also found that user satisfaction has a strong positive effect on the desire to use the app again. Additionally, satisfaction partly explains the link between digital service quality and the intention to use the app again. This supports the Expectation–Confirmation Theory, which says that when users are satisfied, they are more likely to keep using a service. However, satisfaction does not explain the link between UI/UX and reuse intention, showing that experiential factors are not as important in this type of app.

From a theoretical point of view, this study adds to the understanding of digital services and information systems by showing that the importance of digital service quality versus UI/UX depends on the context. While past studies have focused on UI/UX in experience-based apps, this study shows that in practical apps like MyTelkomsel, functional aspects are more important for satisfaction and continued use.

From a practical point of view, the results suggest that telecom providers should focus on improving digital service quality, especially in terms of system reliability, speed, and security. These improvements can help increase user satisfaction and encourage continued use. While UI/UX is still important for making the app easy to use, investing in better functionality is likely to be more effective in keeping users engaged over time.

This study has some limitations. The group studied is only made up of students from one specific program, which might make it harder to apply the results to other situations. It would be better for future studies to include a wider range of people and to look at other factors like trust, how much people value something, or habits, to get a clearer picture of how users interact with digital services.

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