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The Influence of Product Digitalization and Digital Service Quality on Customer Satisfaction and Its Impact On Usage Decision to Read the online Media Kabaraktual.Id

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ABSTRACT: This research examines the product digitalization and digital service quality influence on customer satisfaction and its impact on usage decision to read the online media Kabaraktual.id. The population includes all customers of the online media Kabaraktual.id. The sample size is 220 individuals. Data were analyzed using the Partial Least Square (PLS) method. The results of this study indicate that in the direct impact test through SEM-PLS, product digitalization significantly and positively affects customer satisfaction and usage decisions. In addition, digital service quality and customer satisfaction also significantly and positively affect usage decisions, but digital service quality does not significantly affect customer satisfaction. For the indirect impact test through Sobel calculations, product digitalization, and digital service quality significantly affect usage decisions through customer satisfaction. In this indirect impact modeling, customer satisfaction is proven to function as a partial mediator in the product digitalization impact model on usage decisions, and as a full mediator in the digital service quality impact model on usage decisions.

Keywords: Product Digitalization, Digital Service Quality, Customer Satisfaction, Usage Decision

I. Introduction

The use of Internet media has rapidly developed to become a crucial part of the economy to meet human needs. Today's business world is experiencing rapid growth, resulting in increasingly fierce competition. Every company must strive to increase market share and acquire new consumers. This demands that business actors stay sensitive to market changes and pay attention to the underlying factors influencing consumer product choices.One of the rapidly growing marketing strategies today is e-marketing (Kotler & Keller, 2018). E-marketing involves companies conveying information, promoting, and selling products and services using the internet. The advantages of e-marketing for buyers include convenience, ease, privacy, and the ability to compare various products directly and interactively with marketers. For sellers, e-marketing can create consumer relationships, reduce costs, and efficiently reach market share. Currently, many online media have emerged on the internet, one of which is KabarAktual.id. KabarAktual.id provides up-to-date information about Aceh with a different perspective from other media. The number of visitors to KabarAktual.id has increased year-to-year from June 2022 to June 2023. However, this increase fluctuated, with the highest user count in March 2023, followed by a decline until June 2023. This indicates issues with customer decisions to visit KabarAktual.id.A pre-survey on usage decisions revealed an average overall score of 338, which is below the satisfactory threshold of 341, indicating respondents are not fully convinced to recommend KabarAktual.id to others.

One factor influencing decisions is customer satisfaction. According to (Tjiptono, 2017), customer satisfaction is an emotional response to experiences related to a purchased product or service, retail outlet, or even shopping behavior and market behavior. Loyalty is a customer's commitment to a brand, store, or supplier, reflected in consistent repeat usage. The satisfaction level affects usage decisions positively (Mawardi, 2021). Studies by (Rahmawaty, 2011) and (Wardhana, Hudayah, & Wahyuni, 2017) show that customer satisfaction significantly influences customer loyalty.Based on the results of the preliminary survey on customer satisfaction, it is found that the overall average score is 3.40, which is still not satisfactory as it is below 3.41. This indicates that customer satisfaction is not yet optimal,

although respondents feel inclined to continue visiting the KabarAktual.id website.

Decision-making in usage is the stage undertaken by consumers before deciding to use a product or service. The purchasing decision is the selection of two or more alternative usage decisions, meaning that for someone to make a decision, several choices must be available. Online usage decisions are actions taken by consumers after going through a selection process, combining knowledge to evaluate two or more alternative behaviors. Choosing one of the existing alternatives is strongly influenced by personal characteristics, the quality of the vendor/service website, attitude at the time of usage, intention to purchase online, and making the final decision (Andrade & Valtcheva, 2009).One of the factors influencing the decision to use is digitalization. Digitalization is the process of converting from analog to digital by using technology and digital data with automated operating systems and computerized systems. Digitalization is a process of media transformation from print to electronic form (Asaniyah, 2017). Another opinion (Siregar, 2019), states that digitalization is the process of changing the nature from physical and analog forms to virtual and digital forms.Research conducted by (Weill & Woerner, 2015) shows that the increase in profit margins and revenue growth occurs in companies that have implemented information technology in their business. The research by (Scott, Reenen, & Zachariadis, 2017) indicates that more solid performance is a result of the implementation of digital innovation. It can be concluded that the implementation of digitalization shows an increase in profits, a reduction in costs, and an increase in revenue (Scott et al., 2017).Based on the pre-survey results regarding product digitalization, it was found that the overall average value was 3.40, which is still not good because it is less than 3.41. This indicates that respondents are not fully convinced that KabarAktual.id is independent in presenting news compared to its competitors.

Digital service quality refers to the extent of the company's ability to provide everything buyers expect to meet their needs. This service is intended to facilitate the use of goods by buyers. This variable is important in the usage decision process because customer satisfaction services influence repeated use, thereby increasing sales. Digital service quality is a major consideration for customers when making decisions. Quality service encourages customers to build close relationships with the company. Digital service quality can be determined by comparing customer perceptions of the services they receive with the services they expect, considering the company's service attributes. If the services they receive meet their expectations, the quality of service is considered satisfactory and good. Conversely, if the services they receive are lower than expected, the quality of service is deemed poor.According to (Chase, Aquilano, & Jacobs, 2006) in (Jonathan, 2013), digital service quality means the expansion of a site's ability to facilitate shopping, buying, selling, and distributing goods or services effectively and efficiently. Besides security assurance, according to (Ho & Lee, 2007), there are four other dimensions, namely information quality, website functionality, customer relationship, and responsiveness and fulfillment. These five dimensions become the standard for companies operating online and offline to increase the confidence of potential consumers in deciding to buy products or services.Based on the pre-survey results regarding digital service quality, it was found that the overall average value was 3.39, which is still not good because it is less than 3.41. This indicates that the KabarAktual.id website has an attractive design.

II.   Literature

Usage Decision

According to (Wahyuni & Waloejo, 2020), usage decision is a process of utilizing that refers to consistent matters, particularly focusing on daily needs that are carried out wisely and quickly to meet the needs and requirements of consumers after undergoing various stages, including the recognition of needs, searching for information, and evaluating alternatives after usage.According to (Lupiyoadi, 2013), the indicators of service usage decisions are as follows:

1. Recognition of needs, with items such as basic needs for using the company's services and the need for security.
2. Information search, with items such as information sources from family, information sources from others, and information sources from promotional media.
3. Evaluation of alternatives, with items such as comparing with other companies and evaluating the suitability of the service.
4. Usage decision, with items such as confidence and desire.
5. Post-usage behavior, with items such as satisfaction and reuse of the company's services.

Customer Satisfaction

Customer satisfaction is a crucial aspect of the consumer experience. According to (Tjiptono, 2017), it refers to the emotional response stemming from interactions with specific products or services, retail outlets, and market experiences. This emotional response is influenced by a cognitive evaluation process that compares perceptions with individual values and needs. (Daryanto & Setyobudi, 2014) define customer satisfaction as an emotional assessment of whether customers' expectations and needs have been met after using a product. Furthermore, (Kotler & Keller, 2018)

identify several indicators of customer satisfaction, including staying with the company as long as expectations are met, repeat purchases, positive word of mouth, advocating for the company, and feeling a sense of ownership and responsibility for the company's ongoing success. These indicators are essential in understanding and measuring the level of customer satisfaction and its impact on consumer behavior and brand loyalty..

Product Digitalization

Digitalization is the process of converting from analog to digital using technology and digital data with automated operating systems and computerized systems. Digitalization is a process of changing media from print form to electronic form (Asaniyah, 2017). Another opinion by (Siregar, 2019) states that digitalization is the process of transforming the nature of physical and analog forms into virtual and digital forms.The indicators used to measure digitalization include two indicators (Ramadhani & Trisnaningsih, 2022):

1. Knowledge
   Refers to the understanding and skills possessed by individuals related to the use of digital technology in the process of creation, storage, and analysis.
2. Usage
   Refers to the utilization of smartphones and applications or software.
3. Ease
   The benefits and ease are obtained by individuals when the process of compilation, management, and analysis is conducted digitally.

Digital Service Quality

The concept of digital service quality revolves around customers' perceptions and evaluations regarding the extent to which the services provided by companies meet their expectations. These evaluations encompass the various aspects of the services offered, both individually and as a whole. Digital service quality serves as a yardstick for assessing how well a company's services align with customer expectations (Dennisa & Santoso, 2016). The research proposes nine key indicators for measuring digital service quality, each of which plays a crucial role in shaping the overall customer experience:

1. Ease of Use: This refers to how easily customers can navigate and utilize the digital services provided by the company.
2. Website Design: The design and layout of the company's website have a significant impact on the overall digital service quality.
3. Reliability: Customers value consistency and dependability in the digital services they utilize, and this directly affects their perception of the service quality.
4. System Availability: The accessibility and availability of digital systems greatly influence the overall service quality.
5. Privacy: Maintaining customer privacy and data security is a critical aspect of digital service quality.
6. Responsiveness: How promptly and effectively the company responds to customer needs and queries is a key factor in determining service quality.
7. Empathy: Customer support and services that demonstrate empathy and understanding contribute significantly to the overall service quality.
8. Experience: The overall experience of interacting with the company's digital services directly impacts the perceived service quality.
9. Trust: Building and maintaining trust in the digital services offered is essential for ensuring high service quality.
   These indicators collectively provide a comprehensive framework for evaluating and improving digital service quality within organizations.

III.   Method

In this study, the population refers to all customers of the print media kabaraktual.id. The sample size was determined using the Structural Equation Modeling (SEM) requirement, which is 10 times the number of indicator variables. With a total of 22 indicators used (Ferdinand, 2019), this resulted in a sample size of 220 respondents for the study. Purposive sampling was the technique used for selecting the respondents. According to (Sugiyono, 2017), purposive sampling is a technique for selecting data sources based on specific considerations. The reason for using purposive sampling is that not all samples meet the relevant criteria for the phenomenon being studied. Primary data was collected and processed using the SEM-Partial Least Square (PLS) method for testing direct effect, and the Sobel Calculator was used for testing the indirect effect. The hypotheses to be tested were :

H1 : Product Digitalization on Customer Satisfaction

H2 :Digital Service Quality on Customer Satisfaction
H3 : Product Digitalization on Usage Decision
H4 : Digital Service Quality on Usage Decision
H5 : Customer Satisfaction on Usage Decision
H6 : Product Digitalization on Usage Decision through Customer Satisfaction
H7 :Digital Service Quality on Usage Decision through Customer Satisfaction

IV.   Result

Once all assumptions have been met, hypothesis testing will be conducted as proposed in the previous chapter. The testing of these 8 research hypotheses is based on the Critical Ratio (CR) value of a causal relationship derived from SEM processing results, as presented in Table 1 below.

Table 1.
Regression Weight

Effect			Std.	Unstd.	S.E.	C.R.	P
C_Satisfaction	<---	Product_Digitalization	.440	.566	.130	4.359	***
C_Satisfaction	<---	Digital_Service_Quality	.412	.546	.131	4.182	***
Usage_Decision	<---	Product_Digitalization	.558	.482	.082	5.855	***
Usage_Decision	<---	Digital_Service_Quality	.038	.034	.070	.478	.633
Usage_Decision	<---	C_Satisfaction	.358	.240	.048	4.958	***

H1 test :The Impact of Product Digitalization on Customer Satisfaction
The significance value obtained for the impact of Product Digitalization on Customer Satisfaction is 0.000, explaining that Product Digitalization significantly influences the improvement of Customer Satisfaction. The Product Digitalization influence magnitude on Customer Satisfaction is 0.440 or 44.0%, describing that better Product Digitalization will have a positive and substantial effect on enhancing Customer Satisfaction.

H2 test : The Impact of Digital Service Quality on Customer Satisfaction
The significance value obtained for the impact of Digital Service Quality on Customer Satisfaction is 0.000, meaning that Digital Service Quality influences the enhancement of Customer Satisfaction. The Product Digitalization influence magnitude on Customer Satisfaction is 0.412 or 41.2%, explaining that better Digital Service Quality will have a positive and significant effect on improving Customer Satisfaction.

H3 test : The Impact of Product Digitalization on Usage Decision
The significance value obtained for the impact of Product Digitalization on Usage Decision is 0.000, explaining that Product Digitalization influences Usage Decision. The Product Digitalization influence magnitude on Usage Decisions is 0.558 or 55.8%, indicating that higher levels of Product Digitalization will increasingly enhance Usage Decisions.

H4 test : The Impact of Digital Service Quality on Usage Decision
The significance value obtained for the influence of Digital Service Quality on Usage Decision is 0.663, revealing that Digital Service Quality does not influence Usage Decision because the significance value obtained is > 0.05.

H5 test : The Impact of Customer Satisfaction on Usage Decision
        The significance value obtained for the influence of Customer Satisfaction on Usage Decision is 0.000, describing that Customer Satisfaction influences Usage Decision. The Customer Satisfaction's influence magnitude on Usage Decision is 0.358 or 35.8%, meaning that higher Customer Satisfaction directly affects Usage Decision.

H6 test : The Impact of Product Digitalization on Usage Decision through Customer Satisfaction
From the Sobel test calculation, a result of 3.0810 is obtained, with significance 0.002. Thus, Customer Satisfaction acts as a mediating variable between Product Digitalization and Usage Decision. Therefore, because Customer Satisfaction significantly mediates and acts as a mediating variable, Product Digitalization significantly influences Usage Decisions. Hence, the role of Customer Satisfaction in mediating the relationship between Product Digitalization and Usage Decisions is partially mediating. Partial mediation means that Product Digitalization can impact Usage Decisions both directly and indirectly through Customer Satisfaction.

Table 2
Sobel Test for Product Digitalization
on Usage Decision via Customer Satisfaction

Input:		Test statistic:		Std. Error:	p-value:
a	0.440	Sobel test:	3.08210163	0.05110798	0.00205545
b	0.358	Aroian test:	3.0593828	0.05148751	0.00221794
s_a	0.130	Goodman test:	3.10533422	0.05072562	0.00190064
s_b	0.048	Reset all		Calculate	

H7test : The Impact of Digital Service Quality on Usage Decision through Customer Satisfaction
The Sobel test calculation yielded a result of 2.897, with significance 0.003. Consequently, Customer Satisfaction functions as a mediating variable between Digital Service Quality and Usage Decision. Thus, due to Customer Satisfaction significantly playing a role as a mediating variable, Digital Service Quality does not have a significant effect on Usage Decision, Therefore, the role of Customer Satisfaction in mediating the Product Digitalization and Usage Decision is fully mediating. Full mediation means the Digital Service Qualitycan impact Usage Decisions only through Customer Satisfaction.

Table 3
Sobel Test for Digital Service Quality
on Usage Decisions via Customer Satisfaction

Input:		Test statistic:		Std. Error:	p-value:
a	0.412	Sobel test:	2.89792666	0.05089708	0.00375638
b	0.358	Aroian test:	2.87606114	0.05128403	0.00402672
s_a	0.131	Goodman test:	2.92029858	0.05050716	0.00349696
s_b	0.048	Reset all		Calculate	

V.   Conclusion

The results of this study indicate that in the direct impact test through SEM-PLS, product digitalization significantly and positively affects customer satisfaction and usage decisions. In addition, digital service quality and customer satisfaction also significantly and positively affect usage decisions, but digital service quality does not significantly affect customer satisfaction. For the indirect impact test through Sobel calculations, product digitalization, and digital service quality significantly affect usage decisions through customer satisfaction. In this indirect impact modeling, customer satisfaction is proven to function as a partial mediator in the product digitalization impact model on usage decisions, and as a full mediator in the digital service quality impact model on usage decisions. These findings have academic implications as a premise for strengthening the theory and developing related theories in the future. The development can be done by adding new variables related to media digitalization. The limitations are in the variables and the scope of the survey. This tested model also has practical implications for practitioners, especially those involved in similar matters. From the survey results, several recommendations, especially for research subjects, are as follows.

1) For the Digitalization of Products variable, KabarAktual.id should provide an easily accessible, fast, and efficient information search engine for readers.

2) For the Digital Service Quality variable, KabarAktual.id should introduce new experiences to readers by frequently updating the website themes. This approach will prevent readers from feeling bored by encountering new elements.

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