The Impact of Information Quality and Brand Trust on User Satisfaction with the Mamikos Application in Purwokerto

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ABSTRACT

The research explores the impact of information quality and brand trust on user satisfaction with the Mamikos application in Purwokerto. In today's competitive digital landscape, user satisfaction is a crucial determinant of an application's success. Mamikos, a leading platform in Indonesia for finding rental housing, provides users with comprehensive information and easy access to available properties. However, despite its widespread use, there are reports of dissatisfaction due to inaccurate or incomplete information and concerns regarding brand trust, which may adversely affect user satisfaction. A quantitative research approach utilizing a survey method was employed for this study. The target population consisted of Mamikos users in Purwokerto who have used the application for at least one month. A purposive sampling technique was applied to select the respondents. Data was gathered via a questionnaire and analyzed using multiple linear regression to evaluate the influence of information quality and brand trust on user satisfaction. This study contributes to the existing body of knowledge by offering insights into the factors that specifically influence user satisfaction in digital applications for housing searches and provides practical recommendations for application developers to improve the user experience. Result from the study finds that information quality has a significant positive impact on user satisfaction (B = 0.446, p < 0.05) and the analysis also shows that brand trust has a significant positive effect on user satisfaction (B = 0.270, p < 0.05). Based on the results of the multiple linear regression analysis, it can be concluded that both information quality and brand trust have a significant positive impact on user satisfaction.

Keywords: Information Quality; Brand Trust; User Satisfaction

1. Introduction

Technological advances in recent years, specifically to the internet and e-commerce, have altered the lifestyle of many people. Technology can promote businesses in new ways, which can dramatically improve a company. Also, it can produce new products and services faster than before (Unhelkar, 2006). The emergence of cellular telephone technology transformed the communications industry, with the number of subscriptions reaching 5 billion in 2010. This has led to the continuous development of telephone technology services (Sachdeva, 2010).

Customer satisfaction is fundamental to the marketing concept as the notion of satisfying the needs and desires of consumers (Spreng, MacKenzie, & Olshavsky, 1996). According to research done by McKinney, Yoon, and Zahedi, information quality is the most important factor in determining the level of online satisfaction. Al-Dweeri (2017) stated that the information quality in the electronics' field is a factor that has a strong engagement with customer satisfaction. Rai et.al, (2013) argued that the information generated by an information system resulted in more accurate, timely, and reliable information. Further, it increased customer satisfaction. This is interesting and should be studied using the existing technological developments, and information needs to be found to prove its effect on user satisfaction, because quality is the key to a competitive advantage in business (Kusumawati and Rahayu, 2019).

Brand trust has been described as a relationship between consumers and the corporate that is based on trust and reliability of its performance (Chaudhuri & Holbrook, 2001). Brand trust is also said to be a sense of trust in a product or service that can provide satisfaction to customers who use these services (Putra & Yulianthini, 2022). In the increasingly competitive digital era, the quality of information and brand trust play a vital role in determining user satisfaction with digital platforms. User satisfaction has a significant influence on the overall success of applications, especially in service sectors such as housing. Mamikos, a leading rental platform in Indonesia, offers users the ability to find rental properties quickly and efficiently.

Despite the platform's success, some users have reported dissatisfaction with certain aspects of the service, particularly in terms of inaccurate or incomplete information. These shortcomings raise concerns regarding brand trust, which may affect the overall user experience. As users expect reliable and high-quality information, these two factors information quality and brand trust are crucial for determining whether users remain loyal to the platform. Previous research has shown that platforms that fail to deliver accurate information and foster trust often struggle to maintain their user base. Mamikos, being a prominent digital platform, must address these issues to sustain user engagement, especially in Purwokerto, where this study focuses.

This research is to analyze the impact of information quality on user satisfaction with the Mamikos application and examine the effect of brand trust on user satisfaction with the Mamikos application. The results of this study are expected to contribute to the development of theories related to user satisfaction in digital platforms, as well as providing practical insights for improving the user experience on Mamikos.

2. Literature Review
2.1 Information Quality
Information quality refers to the degree to which information meets the needs of users and supports decision-making processes. In the context of digital applications, such as Mamikos, information quality plays a critical role in ensuring user satisfaction. According to Wang & Strong (1996), information quality is typically assessed based on several dimensions, including accuracy, relevance, completeness, and timeliness. These dimensions ensure that users can rely on the data provided by the application to make informed decisions.

In the context of online platforms, McKinney, Yoon & Zahedi (2002) suggest that information quality directly impacts user satisfaction. When the information provided by

a digital platform is deemed accurate and reliable, users are more likely to have a positive experience and trust the service. On the other hand, incomplete or outdated information can lead to frustration and decreased satisfaction, negatively affecting the application's reputation. Online customer satisfaction is defined as the quality of the system in relation to the success of the website as measured by the customer's perceptions of how well the website performs in terms of information retrieval and delivery. The validity of the information, the availability of the information, and the completeness of the output of information content are three of the most essential factors to consider when conducting an evaluation of the quality of the information (Bailey,1983)

For Mamikos, ensuring the availability of up-to-date, relevant, and complete property listings is crucial for maintaining user trust and satisfaction. Users rely on accurate information to make rental decisions, and any discrepancies between the information provided and reality may lead to dissatisfaction.

2.2 Brand Trust

Brand trust is defined as the willingness of consumers to rely on a brand to fulfill its promises (Chaudhuri & Holbrook, 2001). In the context of digital applications, trust is particularly important, as users often do not interact directly with a service provider. Instead, they rely on the brand to deliver the promised experience consistently. According to Gefen, Karahanna, & Straub (2003), trust is a key factor influencing user behavior in online environments, as it reduces uncertainty and perceived risk. The idea of trust is also one of the most important factors in establishing long-term relationships with clients, particularly in terms of ensuring the privacy of client-related information and reiterating a dedication to offering the most superior product and service possible at all times. This is especially true in relation to maintaining the confidentiality of client-related information (Al-Dweeri, 2017).

Brand trust has been described as a relationship between consumers and the corporate that is based on trust and reliability of its performance (Chaudhuri & Holbrook, 2001). Brand trust is also said to be a sense of trust in a product or service that can provide satisfaction to customers who use these services (Putra & Yulianthini, 2022). In the increasingly competitive digital era, the quality of information and brand trust play a vital role in determining user satisfaction with digital platforms. User satisfaction has a significant influence on the overall success of applications, especially in service sectors such as housing.

For digital platforms like Mamikos, brand trust can be built through consistent service delivery, positive user reviews, and transparent policies. Research by Pavlou (2003) shows that trust is a significant predictor of user satisfaction in online services. When users trust that an application will provide accurate information, secure transactions, and reliable customer support, their overall satisfaction is likely to increase.

Moreover, Morgan & Hunt (1994) argue that trust strengthens long-term relationships between a brand and its users, leading to customer loyalty and repeat usage. For Mamikos, establishing and maintaining brand trust is essential for retaining users in a competitive digital market.

2.3 User Satisfaction

User satisfaction is often defined as the user's overall contentment with the service provided (Oliver, 1997). In the context of digital platforms, DeLone and McLean

(2003) propose that user satisfaction is influenced by three key factors: system quality, information quality, and service quality. These factors are crucial for digital platforms such as Mamikos, as they directly affect users' perceptions of the platform's usefulness and reliability.

Customer satisfaction is fundamental to the marketing concept as the notion of satisfying the needs and desires of consumers (Spreng, MacKenzie, & Olshavsky, 1996). Al-Dweeri (2017) stated that the information quality in the electronics' field is a factor that has a strong engagement with customer satisfaction. Rai et.al, (2013) argued that the information generated by an information system resulted in more accurate, timely, and reliable information. Further, it increased customer satisfaction. This is interesting and should be studied using the existing technological developments, and information needs to be found to prove its effect on user satisfaction, because quality is the key to a competitive advantage in business (Kusumawati and Rahayu, 2019). Studies such as Zhang et al. (2013) emphasize the importance of user satisfaction in the sustainability of digital platforms. When users are satisfied with a platform's performance, they are more likely to continue using the service and recommend it to others. Conversely, dissatisfaction can lead to user attrition and negative reviews, which may affect the platform's reputation.

For Mamikos, ensuring high levels of user satisfaction involves continuously improving the platform's usability, providing high-quality information, and maintaining reliable customer support. A satisfied user base not only contributes to the platform's growth but also enhances its market presence through positive word-of-mouth.

2.4 Relationship Between Information Quality, Brand Trust, and User Satisfaction

The relationship between information quality, brand trust, and user satisfaction has been well-documented in existing literature. DeLone and McLean (1992) suggest that information quality is a key driver of user satisfaction in digital systems. Similarly, Gefen et al. (2003) highlight that trust plays a mediating role between perceived service quality and user satisfaction.

In the context of the Mamikos application, both information quality and brand trust are expected to have a significant influence on user satisfaction. Accurate and reliable information reduces uncertainty in decision-making, while trust in the brand ensures that users feel confident in the service being provided. As such, improvements in these areas are likely to result in higher levels of user satisfaction.

3. Research Methodology

This study employs a quantitative research approach with a survey method to analyze the impact of information quality and brand trust on user satisfaction with the Mamikos application in Purwokerto. A quantitative approach was chosen to ensure objective measurement of the relationships between the variables, using numerical data and statistical tools for analysis.

The research design is causal-explanatory, aiming to explain the cause-and-effect relationships between the independent variables (information quality and brand trust) and the dependent variable (user satisfaction). The research wil involve a sampel 100 respondents, using purposive sampling. Data collection will be conducted using questionnaire consist of close-ended question using Likert scale. Data will be collected

over a period of two weeks by distributing the questionnaire online via Google Forms. This method ensures that a wide range of Mamikos users can participate in the survey, while also facilitating easy data entry for analysis. For inferential statistics, multiple linear regression will be employed to test the hypotheses of the study. Multiple regression analysis is appropriate for assessing the relationship between multiple independent variables (information quality and brand trust) and the dependent variable (user satisfaction).
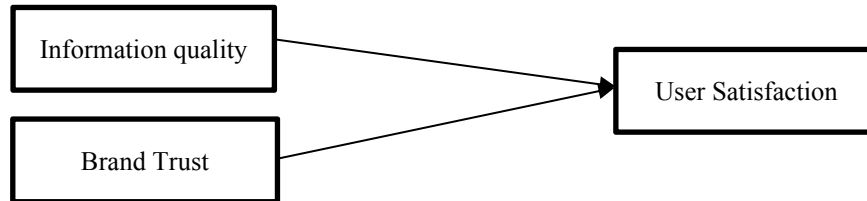

Figure 1. *Research Conceptual Model*

4. Results and Analysis

4.1. Descriptive Statistics

The study surveyed 100 Mamikos users in Purwokerto who have used the application for at least one month. Data is obtained from questionnaires and used to look at variability anda data centers.

Table 1. Descriptive Statistics

Variabel	N	Minimal	Maximal	Average
Age (year)	100	18	35	25
Long time of use (month)	100	1	6	3
Information Quality	100	14	25	19,47
Brand Trust	100	11	15	13,21
User Satisfaction	100	20	30	25,06

Source: Primary Data (2024)

The respondents' demographic characteristics show that the majority of users has an average age 25 year and use the application on average for 3 month. A total of 100 respondents on the information quality have average score of 19,47 with minimum score 14 and maximum score of 25. On the variable brand trust have a minimum score value of 11with maximum value of 15, then obtained an average score of 13,21. Variable user satisfaction have a minimum score value of 20 with maximum score of 30 and have an average score value of 25,06.

4.2. Validity Test and Reliability Test

The validity and reliability of the instrument can be shown in the following table:

Table 2. Validity Test Results

Variabel	Item	R-count	R-Table	Description
Information Quality	Item 1	0,850	0,423	Valid
	Item 2	0,850	0,423	Valid
	Item 3	0,827	0,423	Valid
	Item 4	0,809	0,423	Valid
	Item 5	0,856	0,423	Valid
Reliability		0,869	0,07	Reliable

Variabel	Item	R-count	R-Table	Description
Brand Trust	Item 1	0,958	0,423	Valid
	Item 2	0,817	0,423	Valid
	Item 3	0,958	0,423	Valid
Reliability		0,897	0,07	Reliable
User Satisfaction	Item 1	0,837	0,423	Valid
	Item 2	0,910	0,423	Valid
	Item 3	0,877	0,423	Valid
	Item 4	0,580	0,423	Valid
	Item 5	0,832	0,423	Valid
	Item 6	0,794	0,423	Valid
Reliability		0,895	0,07	Reliable

Source: Primary Data (2024)

Based on the table shows magnitude of the r-count value of all question item, the value is greater than r table 0,432. Thus, it can be concluded that all item are declared valid. All variables show a Cronbach's alpha value above 0.7, indicating that the questionnaire items are reliable and have good internal consistency.

4.3. Classical Assumption Analysis
4.3.1. Normality Test
The results of the normality test can be seen in the table below:

Table 3. Normality Test

Unstandar_residual	Border	Description
0,095	0,05	Normal

Source: Primary Data (2024)

Based on the table, it can be known that the value of normality is 0,095> 0,05. So that it can be concluded that the data is normally distributed.

4.3.2. Multicollinearity Test
The multicollinearity test aims to determine whether in the regression model there is a correlation between independent variables. A good regression model should not have correlations between independent variables. To determine the presence or absence of multicollinearity, it can be seen from the value of *Inflation Factor Variance* (VIF) and *tolerance* (α).

Table 4. Multicollinearity Test

Variabel	Tolerance	VIF	Description
Information Quality	0,990	1,010	Multicollinearity does not occur
Brand Trust	0,990	1,010	Multicollinearity does not occur

Source: Primary Data (2024)

The results of the multicollinearity test showed that the data did not occur multicollate*, the tolerance value* > 0.10 or the VIF value < 10 so that there was no correlation between independent variables.

4.4. Hypothesis Analysis
4.4.1. Multiple Linear Regression Analysis Results
To examine the relationship between information quality, brand trust, and user satisfaction, a multiple linear regression analysis was conducted. The regression results are summarized in the following table.

Table 5. Multiple Linear Regression Analysis Results

Variabel	B	Beta	T count	Sig t	Description
(constant)	12.820		5.880	0.000	
Information Quality	0.446	0.476	5.497	0.000	Significant
Brand Trust	0.270	0.186	2.141	0.035	Significant
F count	18.794				
Sig F	0.000				
R square	0.279				

Source: Primary Data (2024)

Based on table 5 above, multiple regression calculations obtained the following results:

Regression equation:

$$Y = 12.820 + 0.446X1 + 0.270X2$$

- Constant = 12.820. This means that if there are no information quality and brand trust that affect the level of user satisfaction, then the level of user satisfaction is 12.820
- B1 = 0.446. This means that if the information quality variable increases by one unit, the level of user satisfaction will increase by 0.446 assuming that another independent variable is fixed
- B2 = 0.270. This means that if the brand trust variable increases by one unit, the lever of user satisfaction will increase by 0.270 assuming that another independent variable is fixed

4.4.2.   Partial Hypothesis Testing (t-test)

The test results of multiple linear regression analysis showed that there was a significance value of 0.000 (0.000 < 0.05). This value can prove the hypothesis accepted, which means that "there is a relationship between information quality with user satisfaction on Mamikos application".

The test results of multiple linear regression analysis showed that there was a significance value of 0.000 (0.000 < 0.05). This value can prove the hypothesis accepted, which means that "there is a relationship between brand trust with user satisfaction on Mamikos application".

4.4.3.   Simultaneous Hypothesis Testing (Test f)

The test results of multiple linear regression analysis show that there is a significance value of 0.000 **(**0.000 **<** 0.05)**.** This value can prove the hypothesis accepted, which means that "There is a relationship between information quality, brand trust, and user satisfaction with Mamikos Application in Purwokerto"

4.4.4.   Coefficient of Determination (r square)

The R Square value of 0.279 indicates that 27.9% of the variance in user satisfaction can be explained by the information quality and brand trust variables. The remaining 72,1% is influenced by other variables that are not included in the research model.

5. Discussion

The findings of this research indicate that both information quality and brand trust play significant roles in influencing user satisfaction with the Mamikos application. The statistical analysis shows that both variables have a positive and significant relationship with user satisfaction, which aligns with previous studies on digital platforms

and service quality.

5.1. Information Quality and User Satisfaction

The study finds that information quality has a significant positive impact on user satisfaction (B = 0.446, p < 0.05). This supports the hypothesis that high-quality information characterized by accuracy, completeness, relevance, and timeliness enhances the user experience. Users of the Mamikos application rely heavily on the information provided about rental properties, and when this information is perceived as reliable, users are more likely to feel satisfied.

This results is consistent with DeLone and McLean (1992) suggest that information quality is a key driver of user satisfaction in digital systems. Similarly, Gefen et al. (2003) highlight that trust plays a mediating role between perceived service quality and user satisfaction. This result is consistent with the work of McKinney, Yoon & Zahedi (2002), who argue that information quality is a key determinant of user satisfaction in online platforms. Wang & Strong (1996) also emphasize that providing accurate and complete information leads to positive user evaluations of a system. In the case of Mamikos, ensuring that the data presented on available properties is both current and reliable will help increase user trust and satisfaction, ultimately contributing to the platform's continued success.

5.2. Brand Trust and User Satisfaction

The analysis also shows that brand trust has a significant positive effect on user satisfaction (B = 0.270, p < 0.05). Users are more likely to be satisfied with the application when they perceive the Mamikos brand as credible, reliable, and trustworthy. This finding supports the hypothesis that trust in the brand is essential for user satisfaction, especially in digital services where direct interactions with the service provider are minimal.

In the context of digital applications, trust is particularly important, as users often do not interact directly with a service provider. Instead, they rely on the brand to deliver the promised experience consistently. This is in line with the findings of Gefen et al. (2003) and Pavlou (2003), who highlight the importance of trust in reducing uncertainty and fostering satisfaction in online environments. Chaudhuri & Holbrook (2001) also suggest that trust strengthens the relationship between a brand and its users, leading to greater satisfaction and long-term loyalty. For Mamikos, maintaining a high level of brand trust through consistent service quality, secure transactions, and positive user experiences is key to sustaining user satisfaction and ensuring customer retention.

5.3. Implications for Digital Platforms

The results of this study have important implications for digital platform developers. First, they highlight the need to focus on enhancing information quality to ensure that users receive the most accurate, relevant, and timely data possible. This could involve regular updates to property listings, verification processes for landlords, and providing users with comprehensive details about rental properties. Second, building and maintaining brand trust is crucial, and this can be achieved through transparent operations, responsive customer support, and ensuring that the platform consistently meets user expectations.

In a competitive market like Indonesia's online property rental sector, platforms like Mamikos must continuously improve the quality of their services to maintain user satisfaction and stay ahead of competitors.

6. Conclusion

This study set out to explore the impact of information quality and brand trust on user satisfaction with the Mamikos application in Purwokerto. Based on the results of the multiple linear regression analysis, it can be concluded that both information quality and brand trust have a significant positive impact on user satisfaction.

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