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Examining Influence of User Experience Factors on Satisfaction with Mamikos Boarding House Rental App in Indonesia

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Abstract. This study investigates the impact of user experience on satisfaction with the Mamikos boarding house rental mobile application in Indonesia. Various factors covering usability, ease of use and perceived quality are assessed through a survey of 400 Mamikos users. Statistical analysis indicates efficiency, perspicuity, reliability and novelty dimensions positively influence user satisfaction, explaining 88.8% variance. However, visual attractiveness has no significant effect. The research provides practical insights into enhancing user retention for Mamikos by improving process clarity, platform dependability and innovative engagement features. Findings also have theoretical utility in extending technology adoption and e-commerce success models by incorporating specific user experience determinants within mobile platform contexts.

Keywords: User Experience Evaluation, User Satisfaction, UEQ, E-Trust, Task Success

1. Introduction

A boarding house is a type of room that is rented out to be occupied for a certain period of time with payment. Boarding service providers generally offer monthly and semesterly payment terms where payment is made before the boarding house is used. Service providers determine the rental price per period and boarders determine the desired rental period. Boarding houses are one of the housing solutions for migrants who have to leave their homes in their place of origin for certain purposes. Boarding house residents are mostly students, college students, and workers who need to live close to their workplace. Many applicants for boarding houses still have difficulty finding a boarding house that suits them. Prospective lodging applicants do not know the location of the boarding house, so it is not easy to find information about the boarding house. College students and workers usually consider factors such as housing comfort, housing price, amenities, and proximity to campus, while workers consider living conditions, accessibility, privacy, and social interaction in the neighborhood. In recent years, marketplaces such as Airbnb have emerged and become a platform for renting housing between individuals in Indonesia. The existence of this marketplace makes it easier for boarding house owners to advertise their properties and migrants to find living accommodations according to their preferences.

Mamikos is a platform that helps search for boarding houses in Indonesia, which is very important in the daily lives of Indonesians, especially for students, workers and people who are leaving their homes. Evaluation of the UX of the Mamikos application can help improve and improve the quality of user experience, thereby increasing user satisfaction and loyalty to this platform. UX evaluation can help Mamikos to remain innovative and competitive in a frequently changing market, thereby maintaining their position on the search platform for quality pricing venues. This research can help Mamikos in developing more effective marketing strategies, such as MamiAds, which focuses on available boarding house advertisements. By focusing on the Mamikos application, this research can provide a clearer picture of the application's strengths and weaknesses in terms of UX, as well as suggestions for improvements that can help improve and increase the comfort of using the application. This will help Mamikos improve service quality and maintain their position as a quality boarding house search platform in Indonesia.

The success of a marketplace app depends on an interface that satisfies its users (Af'idati et al., 2022). The number of Mamikos app users based on the number of app downloads on Google Play does not guarantee user satisfaction with the app. According to data obtained from watch.appfollow.io, there is a rating calculation for the Mamikos application on Google Play which resulted in 3,879 ratings on January 2, 2023 to May 13, 2023.

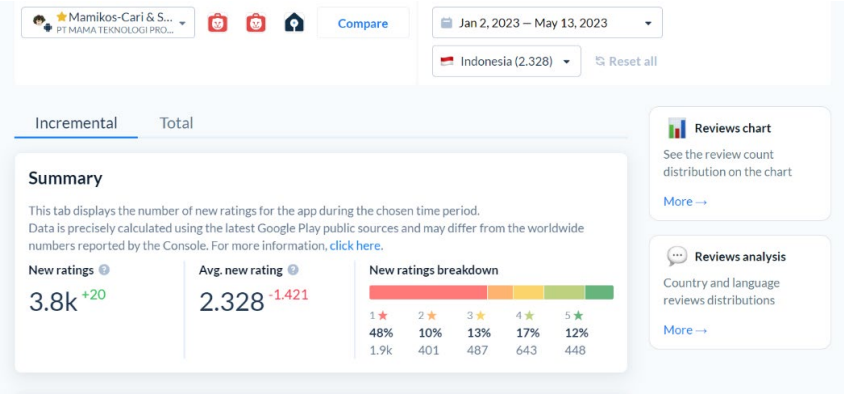

Fig. 1: Mamikos's Rating on Google Play
on January 2, 2023 - May 13, 2023

1-star ratings on the Mamikos application are quite high, with 1,900 ratings or 48% of the total rating

and 2-star ratings which amount to 401 rating or equivalent to 10%. 3-star ratings which amount to 487 ratings or 13% of the total rating. Based on existing assessments on Google Play, there are still many users who discuss problems using the application and difficulty understanding the application interface. The assessment concluded that users find it difficult to find the boarding house they want based on existing filters. Users also complained that they could not immediately see the boarding location instructions. Users complained that they were scammed by boarding houses that did not exist or did not match the photo description Users found it difficult to find details of the location of the boarding house and also the contact of the owner of the boarding house. Users also feel anxious about data leakage when mamikos asks for verification of personal data using photos from their identity cards. Users also complained that the application often had bugs.

The evaluation of the User Experience (UX) of the Mamikos application in Indonesia is crucial due to several identified issues and challenges that impact the overall satisfaction and efficiency of its users. While the search results do not directly address specific problems within the Mamikos application, insights from related studies and expert opinions on UX evaluation can help infer potential areas of concern that might be applicable to Mamikos. Usability testing and heuristic evaluations, as mentioned in and, are fundamental in identifying issues related to the ease of use, navigation, and accessibility of the application. Problems in these areas can deter users from effectively using the app, leading to frustration and decreasing satisfaction.

The performance of the app, including its speed, responsiveness, and reliability, is crucial for a positive user experience. Any delays, crashes, or bugs can significantly impact user perception and loyalty, as highlighted by the importance of app performance in. The design of the user interface plays a significant role in how users interact with the app. Poor UI design can lead to confusion, difficulty in finding information, and a lack of engagement. Failure to align the app's features and functionalities with user expectations can lead to dissatisfaction and disuse. Keeping the app relevant and innovative is crucial in a competitive market. The case study on Mamikos indicates that understanding user drop-offs and creating personalized messaging based on user behavior are strategies to engage users effectively. Lack of innovation or irrelevant features can lead to a decline in user interest. The feature of chat and its system functionality, as discussed in, points to the importance of effective communication channels within the app. Inadequate support or delayed responses to user inquiries can negatively affect the user experience.

So it is very important to evaluate user satisfaction to determine what needs to be improved by the Mamikos application in order to provide the best experience for its users and be able to compete against other boarding house marketplace applications. In order to determine user satisfaction with an application, it is necessary to evaluate user experience through the User Experience Questionnaire, Task success and e-trust. This user experience evaluation aims to quantify every aspect of the user experience of a system so that it can produce a recommendation that is useful for developing and evaluating the system. User Experience Questionnaire is done by giving a series of tests to several users to do and observe the results. The function of UEQ is to find out how the user experience, problems that arise in the interface during use, and proposed improvements to improve the user experience. User Experience Questionnaire plays an important role in digital product development, so that the products produced can provide the best experience for users. According to Kerry Rodden's study, the quality of user experience can be analyzed and reflected with the HEART Framework(Rodden et al., 2010). In the HEART Framework there is a Task success which is a metrix to measure whether users successfully complete a task. Task success is useful for measuring and also for improving user experience because it can measure the level of error in using the Mamikos mobile application. According to the study (Septian et al., 2019) task success has a positive influence on user satisfaction. E-Trust is useful for measuring how much users trust an application. E-trust plays an important role since, in terms of delivery, money, and personal information, customers naturally perceive higher levels of risk with online transactions than with offline ones. Online shoppers will only do business with e-commerce companies they can trust as

a result (Gefen, 2000).

Specific research questions that can be answered through a Mamikos Application UX evaluation are:

1. How do users experience and understand the Mamikos app?
2. What can be improved in UI and UX design to improve the comfort of using the application?
3. What is the comfort level of using the Mamikos application, and what can be done to improve it?

The specific research objective related to the Evaluation of the Mamikos Application User Experience in Indonesia is to improve and enhance the user experience (UX) in the Mamikos application.The objectives to be achieved in this research are as follows:

1. Knowing the effect of user experience on user satisfaction of the Mamikos application.
2. Knowing the comfort level of using the Mamikos application
3. Get recommendations for improving mamikos mobile application services in terms of user experience

Based on the description of the problems that have been described, in this study measuring user satisfaction from the User Experience perspective on the Mamikos mobile application uses aspects in the User Experience Questionnaire (UEQ), Task Success and E-trust in order to clearly see the user satisfaction of the Mamikos application from a user experience perspective. This research is expected to be a reference to improve the quality of Mamikos services.

2. Literature Review

2.1. Marketplace

A marketplace is a place where sellers and buyers meet to conduct buying and selling transactions. In the era of electronic commerce or e-commerce, marketplaces have transformed into digital platforms that facilitate interactions and transactions between sellers and buyers online. A digital marketplace can be defined as a digital platform that brings together sellers and buyers online to conduct buying and selling transactions. Marketplaces allow sellers to market their products or services to a wider audience, while buyers can browse through various products and choose the ones that suit their needs. Digital marketplaces provide various features that enhance the seller and buyer experience. Some of the common features available in digital marketplaces include product rating and review systems, search and filter features to help buyers find their desired products, and customer support accessible through the platform. Marketplace performance can include satisfaction, image, price, promotion and service (Kurniawan et al., 2018). Marketplaces can be differentiated based on the industry focus or products they offer. These various types of marketplaces include retail marketplaces, service marketplaces, property marketplaces, and others. The property marketplace is an online platform that provides various services related to buying and selling, renting, and investing in property. In Indonesia, property marketplaces have experienced rapid growth in recent years. Through property marketplaces, users can easily search and compare available properties, as well as conduct online transactions quickly and efficiently. Property marketplaces also facilitate communication between sellers and potential buyers through messaging features, which makes it easier to negotiate and exchange further information.

2.2. Mamikos App

Mamikos is a marketplace mobile application in the property sector that focuses on boarding house rentals, providing information on thousands of boarding houses in various regions in Indonesia (Appendix A). Mamikos was founded on November 11, 2015 (*Sekilas Mamikos - Mamikos Help Center*, n.d.). Mamikos was established in PT Mama Teknologi Properti which became a liaison between boarding house owners and boarding house tenants. Currently, Mamikos has more than two million boarding rooms spread across more than 140 cities throughout Indonesia. (*Sekilas Mamikos - Mamikos Help Center*, n.d.). The focus on the user experience (UX) of the Mamikos application is significant due to its role in the daily lives of many Indonesians, especially students and workers who are key users

of such services. Mamikos has expanded to various major cities in Indonesia, offering a wide range of services and features that facilitate the management of boarding houses for owners. This includes a new dashboard design, virtual tours, detailed descriptions, and various types of listings such as managed by Mamikos. Features like MamiAds allow boarding house owners to elevate their listings, increasing visibility and the potential for quick rentals. Users can also earn MamiPoin, which can be exchanged for rewards, enhancing user engagement and loyalty. Despite the benefits, users have faced issues such as fraud, which can significantly impact their experience and trust in the platform. Ensuring transaction security and user safety is a critical aspect of the user experience that Mamikos needs to address. As the platform enters its sixth year, Mamikos continues to evolve its digital strategy to stay competitive. This includes improving productivity and demand for housing, as well as providing property management services. Mamikos is committed to building a network and supporting the boarding house business in the digital era. This involves educating owners on technology and expanding their network to keep up with digital advances. Studies have aimed to evaluate the quality of the Mamikos app and its impact on user satisfaction, indicating the importance of UX in the platform's success. This user experience evaluation needs to be done to ensure the best user experience to users and so that Mamikos is able to adapt in the midst of competition from competitors such as Airbnb, Travelio, and others.

2.3. User Satisfaction

User satisfaction is something that users think about their interaction with a product (Tullis & Albert, 2013). User satisfaction is associated with the amount of user experience on the application being evaluated (Borsci et al., 2015). Customer satisfaction is the consumer's feeling of consumption made by comparing the standard of pleasure with displeasure. Customer satisfaction is an overall post-consumption evaluation from the consumer's point of view. Based on some of the above definitions, it can be concluded that customer satisfaction is a feeling of pleasure experienced by consumers after using a product or service. User satisfaction can affect user performance in using applications because the better a user likes a system, the more likely someone is to reuse a system (Hartson & Pyla, 2012). A company needs to know the level of customer satisfaction in order to know customer preferences. For more than 30 years, customer satisfaction has been at the core of marketing (Heitmann et al., 2007). (Patterson et al., 1996) said that one of the important concepts in marketing is consumer satisfaction and consumer dissatisfaction, which can be linked to a company's competitive advantage. Consumers judge the services they receive based on their experience and their expectations of the service. This explanation shows that customer satisfaction is very important for a company because customer satisfaction indicates the general health of a company, its future prospects, and provides many benefits for the company, such as customer loyalty, preventing customer decline, reducing marketing costs, and improving company reputation (Fornell, 1992).

2.4. User Experience

User experience is the overall experience experienced by users when interacting with a product, system, or service. A good User Experience needs to be in accordance between features and user needs, with this it can determine the value or value of the product. If a product or service is easy to use, users will feel happy in using it and will increase the user's willingness to use the product / service again (Alsini, 2017). User Experience is very important to increase user satisfaction and motivation (Sabukunze & Arakaza, 2021). The purpose of User Experience is to give the impression of an interesting, pleasant, and well-received interaction (Sabukunze & Arakaza, 2021). ISO 9241-210 states that a person's perception and response from using a system, product, and service constitutes UX (Saptari et al., 2018). The main focus of UX is to ensure that users have a good and effective experience in using the product or service. This involves aspects such as usability, accessibility, design aesthetics, user interaction, and system response. Therefore, User Experience is one way to increase user satisfaction by improving usability and interaction between users and computers (Sabukunze & Arakaza, 2021). User Experience includes a person's usage response in using a product (Hadinegoro et al., 2022).

2.5. User Experience Questionnaire (UEQ)

User Experience describes the subjective feelings of users towards the products they use. Each user has a different impression of the user experience of the same product or application. Therefore, measuring user experience satisfaction usually requires collecting feedback from users on a large scale. This can be overcome by the existence of a user experience questioner as an effective user experience satisfaction measurement tool (Santoso et al., 2016). UEQ can measure UX in an application and can quickly assess the perceived UX in an application is the purpose of this questionnaire. The UEQ measurement scale, for the overall impression or attractiveness of the application is the attractiveness scale in UEQ. The measurement is also impacted by 5 other scales found on the application page, the scale that measures the attractiveness of the user when interacting with the application (acceptance/rejection) is called attractiveness. The pragmatic quality aspect, namely: perspicuity, efficiency, and dependability scales that explain the quality of user interaction when completing tasks or achieving goals in using the application, while the hedonic quality aspect, namely: stimulation and novelty scales, which are not related to tasks and goals in using the application, but explain the pleasure and joy that users feel when using the application (Schrepp, 2019).

There are 6 measurement scales in UEQ, namely Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, Novelty. According to (Schrepp et al., 2017b) Attractiveness is related to the user's experience of the aesthetic and emotional factors of the product or service. Attractiveness is a dimension that measures the impression or attractiveness of users in using an application (Schrepp, 2019). Attractiveness is related to an emotional approach where emotional factors can be used as added value that differentiates between applications that have the same product. Perspicuity is a dimension that measures user understanding in understanding and using an application. Perspicuity is related to ease of navigation, clarity of instructions, and the existence of usage guides. Efficiency is a dimension used to measure the speed of users when using an application. Dependability is a dimension that measures the extent to which users rely on applications to meet their needs. Stimulation is a dimension that measures how much motivation users have when using an application. Novelty is a dimension that measures the creativity and innovation of an app. There are a total of 6 aspects in the UEQ measurement scale.

2.6. Task Success

Task success is part of the HEART Matrix (Rodden et al., 2010). Task success is a matrix for measuring user experience behavior when completing tasks which includes the time to complete a task, the percentage of tasks completed and also the error rate in a task (Rodden et al., 2010). Task success is useful for measuring and also for improving user experience because it can measure the efficiency of time to complete a process, the effectiveness of the percentage of the number of tasks completed, to the level of errors in using the application. Task Success is a method for assessing user behavior based on factors such as effectiveness, effectiveness, and error rates in product use (Cory Zarkasi & Sari Wardani, 2022).

2.7. E-Trust

Trust is an essential feature of any economy and society. It allows businesses and individuals to conduct economic transactions and social interactions with confidence that the other party will behave in a harmless manner. Trust is the willingness to rely on an exchange partner whose reputation is recognized. (Morgan & Hunt, 1994) state trust is "confidence in an exchange partner's reliability and integrity". Therefore, building trust that others will secure and use digital information in an acceptable way is an important element of addressing concerns about, and building trust in, the digital-based economy (ICAEW, 2011). E-Trust is a trust that can build relationships between users and applications (Septian et al., 2019). E-Trust is defined as the main key in user trust to use a system including the security risks of a system (Yusuf et al., 2023). E-Trust refers to customer confidence in the quality and reliability of online products or services (Fernández-Bonilla et al., 2022; Peštek et al., 2011). Some factors that

influence e-trust are website usability, privacy, security, expected product performance, loyalty and customer relationship management (Peštek et al., 2011). To assess E-Trust, there are three criteria: the site has a good reputation, provides security for transactions, and confidence that the site will help in the event of a breach or fraud. Online consumers tend to want online sellers to react in the interest of consumers, maintain honesty in transactions, must be able to provide goods and/or services as promised, and good electronic services, so that they are comfortable in transactions.

2.8. Previous Research

This study (Aziz, 2022) explores the impact of user experience on customer satisfaction among Netflix users. The study focuses on various aspects of user experience, including attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. The research utilizes a descriptive research design with a quantitative approach. The sample for the study consists of 100 Netflix users who were selected using a probability sampling technique called simple random sampling . The study measures user experience using these six dimensions and customer satisfaction as the dependent variable.The findings of the study reveal that Netflix users highly rate the different aspects of user experience. Attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty all contribute significantly to customer satisfaction. In conclusion, this study emphasizes the importance of user experience in shaping customer satisfaction among Netflix users. The findings highlight the significance of attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty in enhancing customer satisfaction. The research provides valuable insights for Netflix and other streaming platforms to improve user experience and ultimately increase customer satisfaction.

Research (Fernández-Bonilla et al., 2022) discusses what factors determine participation and trust in e-commerce. Data analysis uses national survey data with respondents who are e-commerce consumers in Spain from 2014 to 2019. This research focuses on the E-Trust factor. Based on the results obtained, E-Trust has an important role in influencing consumers to make purchases in e-commerce. The higher the level of consumer trust, the higher the consumer interest in using e-commerce. Based on this research, the author suggests that business people and the government improve strategies and policies to support the growth of e-commerce in Spain.

Research (Septian et al., 2019) uses quantitative research methods. This study uses a comparative approach to analyze the comparison between usability (ease of use) and user experience (user experience) on E-Trust factors on C2C ecommerce sites. To measure usability and user experience, this research uses the Heart Framework and Pulse Framework. The data obtained from respondents are processed and analyzed statistically to obtain results that can be used in comparing the effect of usability and user experience on E-Trust factors. The results found from this study are that the independent variables (task success, happiness, earning, and latency) have a significant effect on the dependent variable (e-trust) in the level of user trust in the Tokopedia and Bukalapak e-commerce sites.

2.9. Previous Research (Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, Novelty) on User Satisfaction

The similarity of this research with previous research. In research (Aziz, 2022; Martins & Riyanto, 2020) examined the effect of attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty on Netflix application user satisfaction. Based on that research, the results obtained are attractiveness, perspicuity, efficiency, dependability, stimulation, novelty have a significant influence on user satisfaction. Research (Rezaldy & Trianasari, 2019)which examines the effect of attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty on user satisfaction of the Iflix application. The results obtained are attractiveness, perspicuity, dependability, stimulation, novelty have a significant influence on user satisfaction.

2.10. Previous Research Task Success on E-Trust

The similarity of this research with previous research. Research (Septian et al., 2019) examined the effect (task success, happiness, earning, and latency) on e-trust of online stores. Based on that research, the results obtained are that there is a positive relationship between task success, happiness, earning,

and latency) on e-trust. When users successfully complete their tasks smoothly on an online platform, this can create a positive experience that can strengthen user trust in supporting their success (Siau & Shen, 2003). Successful completion of online tasks can build users' e-trust in the platform.

2.11. Previous Research E-Trust on User Satisfaction

The similarity of this research with previous research. Research (Geebren *et al*., 2021; Maqableh *et al*., 2021; Sofia Silviana *et al*., 2022; Vasic *et al.*, 2019) examines the effect of trust on user satisfaction. From that research, the results obtained are that trust has a significant influence on user satisfaction. When users feel that personal information, transactions, and performance on an online platform are safe, this can increase user satisfaction with their experience when using the online platform.

3. Methodology

In this study, the model used is a combination of aspects in the User Experience Questionnaire (UEQ) framework, Task Success and E-Trust to measure the level of user satisfaction. Combining aspects of task success and e-trust in the UEQ framework because task success is a dimension that measures the extent to which users successfully complete tasks in using the application. In this Mamikos application, whether users can complete the boarding house rental process without any obstacles starting from selecting boarding houses, selecting rental dates and durations, to the type of payment chosen. Because a good user experience is measured through task success or the percentage of users who can complete a task / activity (Success Rate: The Simplest Usability Metric, n.d.). To combine with the E-Trust aspect because E-trust plays an important role since, in terms of delivery, money, and personal information, customers naturally perceive higher levels of risk with online transactions than with offline ones. Online shoppers will only do business with e-commerce companies they can trust as a result (Gefen, 2000). In research conducted by (Heitmann et al., 2007), it is presented that there is a significant relationship between e-trust and customer satisfaction. In this study, the model used is the combination of aspects of the User Experience Questionnaire (UEQ) framework with Task Success and E-Trust to measure the level of user satisfaction.

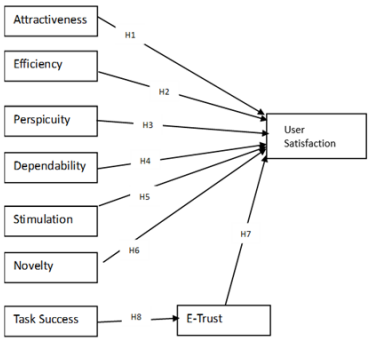

Fig. 2: Research Model

Hypothesis of this study :

H1: Attractiveness has a significant influence on user satisfaction on the Mamikos mobile application.
H2: Efficiency has a significant influence on user satisfaction on the Mamikos mobile application
H3: Perspicuity has a significant influence on user satisfaction on the Mamikos mobile application
H4: Dependability has a significant influence on user satisfaction on the Mamikos mobile application
H5: Stimulation has a significant influence on user satisfaction on the Mamikos mobile application
H6: Novelty has a significant influence on user satisfaction in the Mamikos mobile application
H7: Task Success has a significant influence on (E-Trust) user trust in the Mamikos mobile application
H8: E-Trust has a significant influence on user satisfaction in the Mamikos mobile application

Table. 1: Variable Measurement with Indicators

Variable	Indicator	Source	Code
Attractiveness	Users feel happy	(Schrepp et al., 2017a)	AT1
	Users have a good experience	(Schrepp et al., 2017a)	AT2
	Users like the app	(Schrepp et al., 2017a)	AT3
	Users are comfortable when using the app	(Schrepp et al., 2017a)	AT4
	The app is attractive	(Schrepp et al., 2017a)	AT5
Perspicuity	Easy to understand	(Schrepp et al., 2017a)	PE1
	Easy to learn how to use	(Schrepp et al., 2017a)	PE2
	Instructions in the app are understandable	(Schrepp et al., 2017a)	PE3
Efficiency	Quickly processes the services that users need	(Schrepp et al., 2017a)	EF1
	Running efficiently	(Schrepp et al., 2017a)	EF2
	Practical to use	(Schrepp et al., 2017a)	EF3
	Well organized	(Schrepp et al., 2017a)	EF4
Dependability	Support users	(Schrepp et al., 2017a)	DE1
	There are no technical problems / glitches	(Schrepp et al., 2017a)	DE2
	Meet the user expectations	(Schrepp et al., 2017a)	DE3
Stimulation	Useful	(Schrepp et al., 2017a)	ST1
	Exciting	(Schrepp et al., 2017a)	ST2
	Users feel enthusiastic	(Schrepp et al., 2017a)	ST3
	Motivated to use	(Schrepp et al., 2017a)	ST4
Novelty	Creative design	(Schrepp et al., 2017a)	NV1
	Innovative experience	(Schrepp et al., 2017a)	NV2
	Unique features	(Schrepp et al., 2017a)	NV3
	Different appearance design compared to other app	(Schrepp et al., 2017a)	NV4
Task Success	success select boarding houses in the app	(Septian et al., 2019)(Supriadi et al., 2017)	TS1
	Success book a boardinghouse in the app	(Septian et al., 2019) (Supriadi et al., 2017)	TS2
	Success chat in the app	(Septian et al., 2019) (Supriadi et al., 2017)	TS3
E-Trust	Protects user personal data	(Jannah et al., 2022)	ET1
	precautions to protect the integrity of user data	(Jannah et al., 2022)	ET2

	Feel safe	(Jannah et al., 2022)	ET3
User Satisfaction	Satisfied	(Supriadi et al., 2017)(Vasic et al., 2019)	KP1
	provides the information that users need	(Supriadi et al., 2017) (Vasic et al., 2019)	KP2
	Want to recommend the app	(Supriadi et al., 2017) (Vasic et al., 2019)	KP3

In this study the authors used descriptive research with a quantitative approach by distributing questionnaires. The population in this study were Mamikos users in Indonesia. Random sampling ensures that each member of the population has an equal chance of being selected. Simple Random Sampling, use a random number generator to select 400 users from the entire Mamikos user database. The data collection method uses a google form with a Likert scale of 1-5. The survey filling procedure, those who can fill out the survey are people who have used the mamikos mobile application. The data processing using Partial Least Square with bootstrapping method. From the respondent's answers, a score is then given, so the quantitative data can be processed.

Table. 2: Likert Scale

No.	Description	Value
1	SS (Strongly Agree)	5
2	S (Agree)	4
3	N (Neutral/Undecided)	3
4	TS (Disagree)	2
5	STS (Strongly Disagree)	1

According to (Sugiono, 2016), defining PLS as structural equation-based analysis (SEM) which can simultaneously test measurement models as well as test structural models, PLS is a quality prediction tool used to develop theories and PLS is appropriate for basic prediction models weak theory (building a new theory), ignoring classical assumptions so that PLS is considered more efficient in the execution process. PLS is an alternative method for variant-based SEM (Structural Equation Model) which can be used to solve problems of very complex relationships between variables. The advantage of PLS is that it is able to analyze variables that cannot be measured directly. There are evaluation stages in PLS, including:

1. PLS Analysis Procedure

Designing a Structural Model (Inner Model): At this stage, the researcher formulates a model of the relationship between constructs. Designing a Measurement Model (Outer Model): At this stage, the researcher defines and specifies the relationship between the latent construct and its indicators. Constructing Path Diagrams: Path diagrams are created to describe the relationships between variables in the model. Entering Data: Data from questionnaires or other sources is entered into the model. Carrying out Measurement Model Quality Testing (PLS Algorithm): At this stage, testing is carried out to evaluate the quality of the measurement model. Performing Hypothesis Testing (Bootstrapping): This stage involves testing the hypothesis to determine whether the data supports the model that has been created. Outer Model Evaluation: This evaluation is carried out to test the validity and reliability of indicators and constructs. Inner Model Evaluation: This evaluation is carried out to test the strength of the relationship between the constructs in the model. Each stage in this procedure requires a deep

understanding of statistical and modeling methods, as well as knowledge of the software used to perform the analysis, such as SmartPLS.

2. Evaluation of the measurement model (Outer Model)

Validity Test:

If the AVE value is more than 0.5, the indicator loading factor is positive and higher than 0.7, then the indicator qualifies as valid (Muhson, 2022). Each indicator or item weight is shown as a measure of each variable with a loading factor value. Indicators with a large loading factor indicate that the indicator is the strongest measure of the variable. The validity test was carried out using SMART PLS (v.3.2.9).

Reliability Test:

Reliability test is measured by SMART PLS (v.3.2.9) using Cronbach alpha and Composite reliability values. It is declared reliable if the Composite reliability value is above 0.7 and the Cronbach's alpha value is recommended above 0.7 (Muhson, 2022)).

3. Evaluation of the structural model (Inner Model)

According to (Sugiono, 2016) defines an inner model or structural model which describes the causal relationship between latent variables which is designed based on the problem formulation and hypothesis proposed in the research. The test is carried out using the R square (R2) value and the path coefficient. The R square value is to determine the level of significance between constructs by looking at the P value (P values) produced with the provisions of the model which is said to be influential if the P value is <0.05. The higher the R2¬ value, the more reliable the prediction model and research model being carried out.

4. Hypothesis testing

In this research, the level of significance in testing the hypothesis is shown by the t-statistic and probability value. According to (Sugiono, 2016) for hypothesis testing, namely by using statistical values, for alpha 5% the significance value used is 0.05.

1. If the probability is > 0.05, then H0 is accepted and Ha is rejected.

2. If probability ≤ 0.05, then H0 is rejected and Ha is accepted.

Apart from that, if the calculated t value ≥ t table then H0 is rejected and Ha is accepted, which means that the independent variable has a significant influence on the dependent variable. When viewed from the probability value, the criteria for accepting or rejecting the hypothesis are that Ha is accepted and H0 is rejected when the significance value is > 0.05. To reject or accept a hypothesis using probability, Ha is accepted if the significance value is <0.05.

4. Result and Discussion

4.1. Characteristics of Respondents

4.1.1. Gender

Table. 3: Gender

Category	**Frequency**	**Percentage**
Male	144	36.0
Female	256	64.0
Total	**400**	**100.0**

Based on the table, it can be seen that based on Gender, most of the respondents are included in the Female category, as many as 256 respondents (64%).

4.1.2. Age

Table. 4: Age

Category	Frequency	Percentage
<17 Years	5	1.3
17 - 25 Years	172	43.0
25 - 30 Years	186	46.5
30 - 35 Years	27	6.8
>35 Years	10	2.5
Total	**400**	**100.0**

Based on the table above, it can be seen that based on age, most respondents are between 17-30 years old with a percentage of 89.5%.

4.1.3. Domicile

Table. 5: Domicile

Category	Frequency	Percentage
Bali	7	1.8
Bangka Belitung	16	4.0
Banten	25	6.3
Bengkulu	10	2.5
Daerah Istimewa Yogyakarta	15	3.8
DKI Jakarta	53	13.3
Gorontalo	5	1.3
Jambi	17	4.3
Jawa Barat	48	12.0
Jawa Tengah	30	7.5
Jawa Timur	44	11.0
Kalimantan Barat	13	3.3
Kalimantan Selatan	5	1.3
Kalimantan Tengah	5	1.3
Kalimantan Timur	7	1.8
Kalimantan Utara	7	1.8
Kepulauan Riau	5	1.3
Lampung	18	4.5
Maluku	2	0.5
Maluku Utara	2	0.5
Nanggroe Aceh Darussalam	6	1.5
Nusa Tenggara Barat	1	0.3
Nusa Tenggara Timur	4	1.0
Papua Barat	1	0.3
Riau	10	2.5
Sulawesi Barat	2	0.5
Sulawesi Selatan	2	0.5
Sulawesi Tenggara	1	0.3
Sulawesi Utara	2	0.5
Sumatera Barat	16	4.0
Sumatera Selatan	7	1.8
Sumatera Utara	14	3.5
Total	**400**	**100.0**

Based on the table, it can be seen that based on Domicile, most of the respondents are included in the DKI Jakarta category, as many as 53 respondents (13.3%).

4.1.4. Occupation

Table. 6: Occupation

Category	Frequency	Percentage
Freelance	39	9.8
Private Employee	197	49.3
Civil Servant	32	8.0
Student	92	23.0
Not Employed	1	0.3
Entrepreneur	39	9.8
Total	**400**	**100.0**

Based on the table, it can be seen that based on Occupation, most respondents fall into the Private Employee category as many as 197 respondents (49.3%).

4.2. Measurement Model (Outer Model)

The evaluation of the measurement model is tested with several indicators including: Convergent Validity and Reliability. The measurement model is calculated using PLS Algorithm.

4.2.1. Convergent Validity

If the AVE value is more than 0.5 and the loading factor of the indicator is positive and higher than 0.7, the indicator qualifies as valid. Each indicator or item's weight is shown as a measure of each variable by the loading factor value. Indicators with large loading factors indicate that the indicator is the strongest variable measure. The following can be seen the loading factor value in Table below:

Table. 7: Convergent Validity

Variable	Item	Loading Factor	AVE	Desc
Attractiveness	**AT.1**	**0.892**	**0.766**	**Valid**
	AT.2	**0.874**		**Valid**
	AT.3	**0.894**		**Valid**
	AT.4	**0.852**		**Valid**
	AT.5	**0.863**		**Valid**
Dependability	**DE.1**	**0.856**	**0.735**	**Valid**
	DE.2	**0.840**		**Valid**
	DE.3	**0.876**		**Valid**
Efficiency	**EF.1**	**0.851**	**0.723**	**Valid**
	EF.2	**0.855**		**Valid**
	EF.3	**0.844**		**Valid**
	EF.4	**0.850**		**Valid**
E-Trust	**ET.1**	**0.891**	**0.797**	**Valid**
	ET.2	**0.883**		**Valid**
	ET.3	**0.904**		**Valid**
User Satisfaction	**KP.1**	**0.896**	**0.765**	**Valid**
	KP.2	**0.857**		**Valid**
	KP.3	**0.871**		**Valid**
Novelty	**NV.1**	**0.891**	**0.750**	**Valid**
	NV.2	**0.852**		**Valid**
	NV.3	**0.865**		**Valid**
	NV.4	**0.857**		**Valid**
Perspicuity	**PE.1**	**0.887**	**0.768**	**Valid**
	PE.2	**0.871**		**Valid**
	PE.3	**0.870**		**Valid**
Stimulation	**ST.1**	**0.835**	**0.736**	**Valid**
	ST.2	**0.861**		**Valid**
	ST.3	**0.853**		**Valid**

	ST.4	**0.883**		**Valid**
Task Success	**TS.1**	**0.897**	**0.768**	**Valid**
	TS.2	**0.856**		**Valid**
	TS.3	**0.875**		**Valid**

Based on the table above, it is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. These indicators are declared valid as measures of latent variables.

4.2.2. Reliability

Reliability in PLS uses Cronbach alpha and Composite reliability values. It is declared reliable if the Composite reliability value is above 0.7 and the Cronbach's alpha value is recommended above 0.7. The following is the value of Cronbach alpha and Composite reliability in the table below:

Table. 8: Reliability

Variable	Cronbach's Alpha	Composite Reliability
Attractiveness	**0.923**	**0.942**
Dependability	**0.820**	**0.893**
E-Trust	**0.872**	**0.922**
Efficiency	**0.872**	**0.912**
User Satisfaction	**0.846**	**0.907**
Novelty	**0.889**	**0.923**
Perspicuity	**0.849**	**0.908**
Stimulation	**0.881**	**0.918**
Task Success	**0.849**	**0.908**

Based on the table above, As can be shown, Cronbach Alpha is greater than 0.7 and the composite reliability value of all research variables is greater than 0.7. Based on these findings, it can be said that all variables have a high degree of reliability because they all meet the composite reliability and Cronbach alpha requirements. So that further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model.

4.3. Structural Model (Inner Model)

The next step is to test the inner model. The relationship between constructs, significant values, and the research model's R-square is determined by inner model or structural model testing. Evaluation of the PLS structural model begins with looking at the R-square of each dependent latent variable. The table below is the result of the R-square estimate using PLS.

4.3.1. R-Square

Reliability in PLS uses Cronbach alpha and Composite reliability values. It is declared reliable if the Composite reliability value is above 0.7 and the Cronbach's alpha value is recommended above 0.7. The following is the value of Cronbach alpha and Composite reliability in the table below:

Table. 9: R-Square

Variable	R-*Square*	R-*Square Adjusted*
E-Trust	0.591	0.590
User	0.890	0.888

Reliability Based on the table above, the adjusted R-Square value of the E-Trust variable is 0.590, this value means that the E-Trust variable can be explained by the independent variables by 59% and the remaining 41% can be explained by other variables not contained in this study. While the adjusted

R-Square value of the User Satisfaction variable is 0.888, this value means that the User Satisfaction variable can be explained by the independent variables by 88.8% and the remaining 11.2% can be explained by other variables not contained in this study.

4.4. Structural Model (Inner Model)

To explain the relationship between the study's variables, test the structural relationship model. Testing structural models is carried by through PLS software tests. The image output and the value found in the bootstrapping method, output serve as the foundation for directly evaluating the hypothesis. The hypothesis is directly tested on the basis of whether there is a significant effect of exogenous variables on endogenous variables if the T statistic value is greater than 1.960 and the p value is less than 0.05 (significance level = 5%).

Table. 10: Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attractiveness -> User Satisfaction	-0,080	-0,076	0,050	1,604	0,109
Efficiency -> User Satisfaction	0,094	0,087	0,042	2,225	0,027
Perspicuity -> User Satisfaction	0,272	0,282	0,060	4,563	0,000
Dependability -> User Satisfaction	0,121	0,118	0,037	3,253	0,001
Stimulation -> User Satisfaction	0,162	0,161	0,058	2,792	0,005
Novelty -> User Satisfaction	0,158	0,156	0,047	3,378	0,001
Task Success -> E-Trust	0,299	0,297	0,044	6,806	0,000
E-Trust -> User Satisfaction	0,768	0,771	0,028	27,322	0,000

Each proposed relationship in PLS is statistically tested through simulation. Here, the bootstrapping approach is applied to the sample. The bootstrapping analysis results:

4.4.1. The influence of attractiveness on user satisfaction

The findings of the first hypothesis test, the influence of attractiveness on user satisfaction, show a coefficient value of -0.080, p-value of 0.109> 0.05 and t-statistic of 1.604 < 1.960. These results indicate that attractiveness has no effect on user satisfaction. So that the hypothesis which states that "attractiveness has a significant influence on user satisfaction" is rejected. this indicates that the Mamikos mobile application is lacking in terms of visual appeal so that it has not been able to provide attractiveness to its users. Attractiveness can significantly influence user satisfaction in a variety of contexts, including digital interfaces, product design, and advertising. This effect is often referred to as the aesthetic usability effect, which suggests that users tend to find attractive products more useful. In the context of digital interfaces, such as websites and applications, visual appeal plays an important role in user satisfaction. Research has shown that users are more satisfied with products that are visually appealing, even if their performance is less than optimal, compared to products that are more useful but less attractive. A visually appealing interface can captivate users, create a positive first impression, and improve the overall user experience. This can also increase engagement and make users more likely to

come back for more. However, it is important to balance aesthetics with functionality and efficiency for a great user experience.

In the advertising field, the attractiveness of digital advertising can influence user loyalty, indicating a relationship between promotional attractiveness and user satisfaction. Similarly, a study on TikTok Live Shopping found that the platform's appeal influenced users' emotional satisfaction. In product design, the aesthetic quality of the user interface can influence the perceived usability and attractiveness of the product. A study on the relationship between product aesthetics and user satisfaction found that product beauty can produce user satisfaction. However, it is important to remember that while attractiveness can increase user satisfaction, it is not the only factor. Other elements such as usability, functionality, and efficiency also play an important role in shaping user satisfaction. Therefore, a balanced approach that considers both aesthetics and usability is often the most effective approach in increasing user satisfaction. The findings of this research are not in line with research (Aziz, 2022) (Rezaldy & Trianasari, 2019) (Martins & Riyanto, 2020) that support attractiveness affects user satisfaction. An attractive visual appearance of an application can be a factor in the satisfaction of users of an application.

4.4.2. The influence of Efficiency on user satisfaction

The findings of the second hypothesis test, the influence of efficiency on user satisfaction, show a coefficient value of 0.094, a p-value of 0.027 <0.05 and a t-statistic of 2.225> 1.960. These results indicate that efficiency influences user satisfaction. So that the hypothesis which states that "efficiency has a significant influence on user satisfaction" is accepted. In this study, efficiency has a significant influence on user satisfaction. This shows that the efficiency of the services provided by mobile mamikos has been able to provide satisfaction to users.

Efficiency is an important factor that influences user satisfaction in various contexts, including the use of digital applications, internet banking services and e-commerce. Efficiency, which is often defined as the ability to achieve desired results with minimal effort, time, and resources, significantly contributes to a positive user experience. In the context of digital applications and online services, efficiency can include various aspects, such as page loading speed, ease of navigation, and the ability to quickly find information or complete tasks. Research has shown that efficiency has a significant influence on user satisfaction. For example, a study found that efficiency had a 33.4% effect on the usability of the SiMPEL application in the West Pasaman Regency Communication and Information Service, indicating that efficiency is an important factor in determining how easy and enjoyable the application is for users. Additionally, in the context of e-commerce, efficiency and service quality have been found to influence consumer satisfaction. A case study on the Emaal application shows that efficiency in the purchasing process and product distribution effectively and efficiently contributes to consumer satisfaction.

Therefore, it is important for app developers and online service providers to prioritize efficiency in their product design and development to improve overall user satisfaction and experience. This is in line with research conducted by (Aziz, 2022) (Rakasiwie & Ekasasi, 2022) (Martins & Riyanto, 2020) which states that efficiency has a significant effect on user satisfaction. Applications that have an efficient and well-organized responsive system can increase user satisfaction.

4.4.3. The influence of Perspicuity on user satisfaction

The findings of the third hypothesis test, the influence of Perspicuity on User Satisfaction, show a coefficient value of 0.272, a p-value of 0.000 <0.05 and a t-statistic of 4.563> 1.960. These results indicate that Perspicuity influences user satisfaction. So the hypothesis which states that "Perspicuity has a Significant influence on User Satisfaction" is accepted. Perspicuity has a significant influence on user satisfaction. This shows that Mamikos is easy to use and operate so that it can provide satisfaction to users.

The influence of Perspicuity on user satisfaction is an important aspect in evaluating User Experience (UX). Perspicuity, or clarity, refers to how easily users can understand and use a product or service from the first time they interact with it. In the context of digital applications, internet banking services, e-commerce, and streaming platforms such as Netflix, perspicuity plays a crucial role in determining user satisfaction. Other research on Iflix application users found that perspicuity, along with dependability, novelty, and stimulation, had a strong positive influence on user satisfaction. Although the efficiency variable does not have a significant influence in this context, the research shows that perspicuity is an important dimension that must be considered to increase user satisfaction. Analysis of QRIS user experience using the User Experience Questionnaire (UEQ) method also found that perspicuity has a positive impact on user satisfaction in Samarinda City. This research shows that QRIS performs very well in the perspicuity category, placing it in the top 10% of product results in the dataset.

In conclusion, perspicuity has a significant influence on user satisfaction in various digital contexts. Perspicutity in product and service design not only makes it easier for users to understand and use an application or service but also contributes to an overall positive user experience. Therefore, it is important for developers and designers to prioritize perspicuity in the design process to improve user satisfaction and experience. This is in line with research conducted by (Martins & Riyanto, 2020) (Aziz, 2022) (Rezaldy & Trianasari, 2019) which states that Perspicuity has a significant effect on user satisfaction. Applications that have clear instructions and can be understood by their users are a factor in one's satisfaction with an application

4.4.4. The influence of Dependability on user satisfaction

The findings of the fourth hypothesis test, the influence of Dependability on User Satisfaction, show a coefficient value of 0.121, a p-value of 0.001 <0.05 and a t-statistic of 3.253> 1.960. These results indicate that Dependability Influences User Satisfaction. So that the hypothesis which states that "Dependability has a Significant Influence on User Satisfaction" is accepted. In this study, dependability has a significant influence on user satisfaction. This shows that Mamikos app can be relied on by users to meet their needs so that it can provide satisfaction to users.

The influence of dependability on user satisfaction has been widely recognized in the context of information service settings. Several studies have highlighted the significant impact of dependency on customer satisfaction and loyalty. An empirical investigation of the relationship between dependability and customer satisfaction in information-intensive service companies reveals that dependability and quality are key drivers of customer satisfaction. This study emphasizes the importance of these factors in driving business performance and profitability.

A study of information services companies shows that dependability is a key driver of customer satisfaction and loyalty. This analysis underscores the importance of dependability in achieving competitive advantage and highlights its significant impact on customer satisfaction and loyalty. The relationship between system use and user satisfaction has also been explored, indicating that system dependability is an important factor in influencing user satisfaction. Meta-analyses suggest that system usage and user satisfaction are widely accepted as surrogate measures of information system success, further emphasizing the importance of dependability in driving user satisfaction.

In summary, existing research strongly supports the idea that dependability is a key element in driving customer satisfaction in information services settings. These findings underscore the need for information services companies to prioritize and maintain high levels of dependability to increase customer satisfaction and loyalty. This is in line with research conducted by (Aziz, 2022) (Rezaldy & Trianasari, 2019) (Martins & Riyanto, 2020) which states that reliability has a significant effect on user satisfaction. Applications that fully support their users and can meet their users' expectations can increase user satisfaction from users of an application.

4.4.5. The influence of Stimulation on user satisfaction

The findings of the fifth hypothesis test, the effect of stimulation on user satisfaction, show a coefficient value of 0.162, a p-value of 0.005<0.05 and a t-statistic of 2.792> 1.960. These results indicate that Stimulation Influences User Satisfaction. So that the hypothesis which states that "Stimulation has a Significant Influence on User Satisfaction" is accepted. In this study, stimulation has a significant influence on user satisfaction. This shows that mobile mamikos can encourage a person to use the mamikos application so that it can provide satisfaction to users.

The influence of 1 has been recognized in various studies, particularly in the context of hedonic systems and user experience. Stimulation refers to the level of motivation or excitement experienced by users when using a product. A study on the Iflix application found that stimulation, along with other factors such as perspicuity, dependability, and novelty, has a significant positive influence on customer satisfaction. This suggests that stimulation plays a crucial role in driving user satisfaction in entertainment applications. The South East Asian Journal of Management discusses the role of enjoyment, which is closely related to stimulation, in influencing user satisfaction. The study suggests that satisfaction is propelled by the positive emotions and personal fulfillment stemming from users' enjoyment, which is a key aspect of hedonic systems like Netflix.

In summary, stimulation has a significant influence on user satisfaction, particularly in hedonic systems and entertainment applications. By creating a sense of motivation and excitement, stimulation contributes to a positive user experience and increased satisfaction. Therefore, it is important for designers and developers to consider stimulation when creating products and services to enhance user satisfaction and engagement. This is in line with research conducted by (Aziz, 2022)(Rezaldy & Trianasari, 2019)(Martins & Riyanto, 2020)(Ismail & Damiyana, 2021) which states that stimulation has a significant effect on user satisfaction. Consumer motivation is a condition in a person's personality that encourages individual desires to carry out activities to achieve a goal. With the existence of motivation in a person, it will show a goal-directed behavior to achieve satisfaction goals.

4.4.6. The influence of Novelty on user satisfaction

The findings of the sixth hypothesis test, namely the effect of novelty on user satisfaction, show a coefficient value of 0.158, a p-value of 0.001 <0.05 and a t-statistic of 3.378> 1.960. These results indicate that Novelty Influences User Satisfaction. So that the hypothesis which states that "Novelty has a Significant Influence on User Satisfaction" is accepted. In this study, novelty significantly influences user satisfaction. This means that the mamikos mobile application has innovated its products well, so that it can provide good satisfaction to its users.

Based on available research results, there are findings showing that stimulation has a significant influence on user satisfaction in various contexts, especially in entertainment systems and digital applications. This is in line with research conducted by (Aziz, 2022) (Rezaldy & Trianasari, 2019) (Martins & Riyanto, 2020) which states that novelty has a significant effect on user satisfaction. Product innovation is important for the continuity of an application in a sustainable way and efforts to innovate products are what can determine the satisfaction of a user.

4.4.7. The Influence of Task Success on E-Trust

The findings of the seventh hypothesis test, the effect of Task Success on E-Trust, show a coefficient value of 0.299, a p-value of 0.000 <0.05 and a t-statistic of 6.806> 1.960. These results indicate that Task Success influences E-Trust. So the hypothesis which states that "Task Success has a Significant Influence on E-Trust" is accepted. In this study, it was found that task success has a significant effect on e-trust. The user experience provided by the mamikos mobile application in terms of task success is good so that it can provide trust in its use. The influence of Task Success on E-Trust (electronic trust) is a relevant topic in evaluating User Experience (UX) and user satisfaction in the context of e-commerce and online information systems.

Research on the influence of website quality on consumer e-loyalty through the mediating role of E-Trust and E-Satisfaction shows that Task Success can influence E-Trust directly or through E-Satisfaction. Studies that induce Task-Technology Fit (TTF) and Person-Job Fit (PJF) into the DeLone and McLean model show that Task Success can influence user satisfaction, which then influences net benefit. The hypothesis formed shows that TTF and PJF have a positive relationship with user satisfaction. Simple metrics, such as task success rate, are one of the commonly used metrics in UX evaluation. The level of task success can influence E-Trust because consumers who can complete tasks successfully have more trust in the system.

User Satisfaction (user satisfaction) is often used as a surrogate measure for the effectiveness of information systems. The level of task success can influence user satisfaction, which then influences system effectiveness. Research on Netflix user intent continuity shows that user satisfaction, which can be influenced by Task Success, plays a mediating role in the relationship between Flow, Confirmation, and user intent continuity. This shows that Task Success can influence E-Trust through user satisfaction. In conclusion, Task Success has a significant influence on E-Trust in various e-commerce and online information system contexts. Consumers who can complete tasks successfully have more trust in the system, which can then influence user satisfaction and their loyalty to the system. Therefore, it is important for designers and developers to consider Task Success in the system design and development process to improve E-Trust and overall user satisfaction. This is in line with research conducted by (Septian et al., 2019) (Pristantya et al., 2023) which states that user experience has a significant effect on consumer trust. Fast completion of the process in an activity in an application and also the percentage of the number of tasks completed by users is useful for increasing user trust.

4.4.8. The Influence of E-Trust on User Satisfaction

The findings of the eighth hypothesis test, namely the Effect of E-Trust on User Satisfaction, show a coefficient value of 0.768, a p-value of 0.000 <0.05 and a t-statistic of 27.322> 1.960. These results indicate that E-Trust influences user satisfaction. So the hypothesis which states that "E-Trust has a Significant Influence on User Satisfaction" is accepted. In this study, E-Trust has a significant influence on user satisfaction. This means that the Mamikos app has gained trust by its users, so that it can provide good satisfaction to users. The influence of Task Success on E-Trust (electronic trust) is a relevant topic in evaluating User Experience (UX) and user satisfaction in the context of e-commerce and online information systems. Based on available research results, the following are several findings regarding the influence of Task Success on E-Trust:

Research on the influence of website quality on consumer e-loyalty through the mediating role of E-Trust and E-Satisfaction shows that Task Success can influence E-Trust directly or through E-Satisfaction. Studies that induce Task-Technology Fit (TTF) and Person-Job Fit (PJF) into the DeLone and McLean model show that Task Success can influence user satisfaction, which then influences net benefit. The hypothesis formed shows that TTF and PJF have a positive relationship with user satisfaction. Simple metrics, such as task success rate, are one of the commonly used metrics in UX evaluation. The level of task success can influence E-Trust because consumers who can complete tasks successfully have more trust in the system.

User Satisfaction (user satisfaction) is often used as a surrogate measure for the effectiveness of information systems. The level of task success can influence user satisfaction, which then influences system effectiveness. Research on Netflix user intent continuity shows that user satisfaction, which can be influenced by Task Success, plays a mediating role in the relationship between Flow, Confirmation, and user intent continuity. This shows that Task Success can influence E-Trust through user satisfaction. In conclusion, Task Success has a significant influence on E-Trust in various e-commerce and online information system contexts. Consumers who can complete tasks successfully have more trust in the system, which can then influence user satisfaction and their loyalty to the system. Therefore, it is important for designers and developers to consider Task Success in the system design and development

process to improve E-Trust and overall user satisfaction. This is in line with research conducted by (Firdha et al., 2021) (Rachmawati & Syafarudin, 2022) which states that E-Trust has a significant effect on user satisfaction. When users perceive the online environment/app as trustworthy, they are more likely to be satisfied with their interactions and transactions on the app. It is therefore important to shape user satisfaction in a digital context.

5. Conclusion

This study examines the influence of user experience on user satisfaction of the Mamikos Indonesia application. In this study it shows that Efficiency, Perspicuity, Dependability, Stimulation, Novelty, E-Trust positively affect user satisfaction. This indicates that the efficiency of the services provided by mobile Mamikos has been able to provide satisfaction to users. In terms of perspicuity, the Mamikos application is easy to use and operates so that it can provide satisfaction to users. In terms of dependability, the Mamikos application can be relied on by users to meet their needs so that it can provide satisfaction to users. On the stimulation side, the Mamikos application can encourage an individual person to use the Mamikos application so that it can provide satisfaction to users. The novelty side in this study shows that the Mamikos mobile application has innovated its products well, so that it can provide good satisfaction to its users. On the E-Trust side, the Mamikos mobile application has gained trust by its users, so that it can provide good satisfaction to users. This study also shows that Task Success has a positive influence on user satisfaction, so the user experience provided by the Mamikos mobile application is good so that it can provide trust in its use. But on the other hand, it was found that Attractiveness has no effect on user satisfaction.

To overcome this problem, the author provides suggestions that can be implemented by Mamikos. To improve the Efficiency aspect, Mamikos needs to improve its search system by adding a filter feature that can distinguish full boarding houses and available boarding houses.To improve the Dependability aspect, Mamikos needs to improve server performance that is stable and consistently available.To improve the Perspicuity aspect, Mamikos needs to provide clear feedback to users regarding actions taken in the application such as displaying a confirmation message icon when the user successfully completes a task / transaction.To improve the Stimulation aspect, Mamikos needs to regularly provide interesting content such as articles on recommended tips for users.To improve the Novelty aspect, Mamikos needs to add interactive features such as animations or interactive elements that can increase user engagement. To improve the Task Success aspect, Mamikos needs to provide clear feedback to users regarding actions taken in the application such as displaying a confirmation message icon when the user successfully completes a task / transaction, and providing clear and informative messages when errors / problems occur when the user completes a task / transaction. Mamikos needs to regularly conduct user research by collecting feedback to ensure the design meets the needs and preferences of the target audience.

This study has limitations e.g. It uses a quantitative approach with a likert scale questionnaire. While this method provides valuable data, it may not be able to capture the full range of user preferences and experiences. Future research could also incorporate qualitative research methods such as interviews or focus groups to gain a deeper understanding of user needs and preferences. Future research can also compare Mamikos' user experience with other similar platforms to identify areas for improvement and best practices in the industry. for future research, this model can be implemented by adding other dimensions in measuring user satisfaction.

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Appendix A – Mamikos Mobile App