Evaluation of User Experience in The Online Complaint Systems Based on The E-GovQual Model In Malang City

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Abstract

This study aims to analyze and evaluate user experiences with the Malang City online complaint system (*Sambat Online*) using a modified E-GovQual method. The approach is employed to measure user satisfaction across six key dimensions: reliability, ease of use, trust, content and appearance of information, functionality of the interaction environment, and citizen support. This quantitative research adopts a descriptive-verificative approach. Data were collected from 125 active users of the *Sambat Online* system using a 5-point Likert scale questionnaire. The purposive sampling technique was applied to select relevant respondents, and data were analyzed using path analysis with SPSS software. The results indicate that, partially, the variables of reliability, content and appearance of information, and citizen support significantly influence user satisfaction. In contrast, ease of use, trust, and functionality of the interaction environment do not have significant individual effects. However, the simultaneous analysis shows that all six variables collectively have a significant effect on user satisfaction with the *Sambat Online* system. These findings suggest that while not every factor contributes significantly on its own, the combination of all dimensions plays a crucial role in shaping overall satisfaction. A positive user experience is therefore not determined by a single aspect but rather by the synergistic interaction between system reliability, ease of use, trust, interactive functionality, information quality, and citizen support. This highlights the importance of enhancing both technical and participatory aspects to create a more effective, reliable, and citizen-centered online complaint service in Malang City.

1. Introduction

The rapid advancement of information and communication technology has encouraged governments around the world to adopt digital platforms aimed at enhancing the quality, accessibility, and transparency of public services. In the era of digital transformation, the *smart city* concept has emerged as a new paradigm of modern governance, where the utilization of information technology is not only intended to improve administrative efficiency but also to promote sustainable, participatory, and data-driven urban management. (Pratiwi, 2023)Within this context, the implementation of electronic government (*e-government*) systems in Indonesia has become an integral component of the national *smart city* strategy, designed to strengthen citizen

participation, increase accountability, and optimize administrative processes through integrated and responsive online services that cater to citizens' needs. (Adnyani et al., 2025)

One tangible implementation of this initiative is the *Online Complaint System* of Malang City, which serves as a platform for citizens to submit reports, suggestions, and complaints related to public services. Despite the government's continuous efforts to improve system performance, user perceptions regarding service quality and satisfaction levels remain varied, indicating the need for a more comprehensive evaluation. (Kanthi & Aminah, 2023) Since 2016, Malang City has operated *Sambat Online* (*Sistem Aplikasi Masyarakat Bertanya Online*), a web-based application accessible through https://sambat.malangkota.go.id. The platform was designed to facilitate public access and to provide a convenient channel for expressing aspirations, criticism, suggestions, and complaints directly to city officials.

In practice, however, the response time of *Sambat Online* administrators has often been relatively slow. Although the Mayor of Malang has urged that all complaints be addressed promptly, ideally within seven days, many reports still experience delayed responses, and some remain unanswered. Several factors contribute to this issue, including the limited number of super administrators, insufficient operational budget, frequent rotation of personnel within the Department of Communication and Informatics (Diskominfo), lack of synchronization among related government units, and inconsistent commitment to system management and public outreach. (Bheni et al., 2022)

To evaluate the quality of service and user experience in digital complaint systems such as *Sambat Online*, it is essential to employ a model capable of comprehensively measuring multiple service dimensions. One widely adopted framework for assessing *e-government* service quality is the E-GovQual model, developed by (Papadomichelaki & Mentzas, 2012). This model evaluates service quality based on several key dimensions, including reliability, efficiency, citizen support, trust, and transparency. (Durachman et al., 2020; Fikri et al., 2022; Wildhani et al., 2023) Numerous previous studies have demonstrated the effectiveness of this model in identifying factors that influence user satisfaction across various digital government services, such as *e-government* portals, public complaint systems, digital libraries, and mobile-based public service applications. (Ari & Hanum, 2021; Fadrial et al., 2024)

In the context of Malang City, applying the E-GovQual model is highly relevant to determine how these dimensions of service quality contribute to user satisfaction with *Sambat Online*. Such an evaluation is expected to provide a deeper understanding of the aspects of service that require improvement, both technically and administratively. Therefore, the findings of this study are anticipated to contribute not only to the enhancement of Malang City's digital service quality as part of its *smart city* development but also to offer empirical insights for shaping more responsive and citizen-oriented *e-government* policies. (Kartikawati & Arief, 2024; Sanawiri & Agusti, 2019)

Despite the growing implementation of digital public service platforms in Indonesia, studies focusing on the evaluation of *e-government* complaint systems at the local level remain limited, particularly those that emphasize user experience within the *smart city* framework. Existing research (Ari & Hanum, 2021; Durachman et al., 2020; Fadrial et al., 2024; Fikri et al., 2022; Wildhani et al., 2023)has primarily concentrated on the technical performance of systems or the general perception of service quality, with less attention given to how specific E-GovQual dimensions affect user satisfaction and engagement in local digital governance contexts. Addressing this gap, the present study aims to **evaluate the user experience of Malang City's Online Complaint System (*Sambat Online*) using the E-GovQual model**, focusing on the extent to which each dimension of service quality, reliability, efficiency, citizen support, trust, and transparency contributes to overall user satisfaction.

By adopting a quantitative research design supported by established analytical approaches (Ghozali, 2018; Solimun, 2010), this study seeks to provide both theoretical and practical contributions. Theoretically, it extends the application of the E-GovQual model to a local *smart city* context in Indonesia, offering insights into how service quality dimensions shape digital citizen experiences. Practically, the results are expected to guide

local governments, particularly the Department of Communication and Informatics (Diskominfo) of Malang City, in formulating strategies to enhance service responsiveness, strengthen citizen engagement, and improve the overall performance of *Sambat Online* as a key component of Malang's *smart city* ecosystem.

1.1 Literature Review

The E-GovQual model was first introduced by (Papadomichelaki & Mentzas, 2012) as an adaptation of the SERVQUAL model originally developed by (Parasuraman et al., 1988) The SERVQUAL model was initially designed to assess service quality in the commercial sector by measuring the gap between expectations and perceptions of customers across five main dimensions: *tangibles, reliability, responsiveness, assurance,* and *empathy*. However, this model was found to be less applicable when directly implemented in the public sector—particularly in electronic government (*e-government*) services—because the characteristics and objectives of public services fundamentally differ from those of private business services.

To address this limitation, (Papadomichelaki & Mentzas, 2012) developed the E-GovQual (Electronic Government Quality) model, which was specifically tailored to evaluate the quality of digital government services. The focus of this model is not on customer satisfaction in an economic sense, but rather on citizen satisfaction, emphasizing the rights of citizens to access information, transparency in governance, and participation in decision-making processes. Consequently, E-GovQual evaluates service quality not only from the technical system perspective—such as speed, reliability, and security—but also from social and governance dimensions, including public trust, accountability, and citizen engagement.

Furthermore, E-GovQual was designed to assess the overall effectiveness of digital public services by incorporating factors such as administrative efficiency, information openness, and government responsiveness to citizen needs. In this context, the success of e-government is not merely determined by system performance, but by how effectively it strengthens the reciprocal relationship between the government and its citizens, while fostering trust in public institutions. Therefore, the E-GovQual model serves as a relevant and comprehensive framework for evaluating service quality in digital governance, particularly in the era of digital transformation and smart city development.

While the original E-GovQual model developed by (Papadomichelaki & Mentzas, 2012) has been widely adopted, numerous researchers have proposed modifications and extensions to enhance its applicability in diverse e-government environments. These modifications were primarily introduced to reflect the evolving nature of digital governance, the advancement of technology, and the variations in citizen expectations across different cultural and administrative contexts.

One of the most common forms of modification to the E-GovQual model is the addition of new dimensions to adapt it to technological developments and the changing needs of digital government service users. These modifications include the dimensions of ease of use, functionality of the interaction environment, and content and appearance of information, which have become increasingly relevant in the context of online government portals and mobile-based public service applications. (Meitasari et al., 2023; Septa et al., 2019; Teguh & Kristanto, 2025; Wahyudi & Testiana, 2022)

The addition of the *ease of use* dimension emphasizes the importance of an intuitive, simple, and efficient user experience in accessing government services through digital platforms. (Hakim et al., 2023) The *functionality of the interaction environment* dimension focuses on the system's ability to support two-way communication between users and service providers, including the availability of interactive and responsive features. (Yaziji et al., 2023) Meanwhile, the *content and appearance of information* dimension assesses the extent to which information presented on e-government platforms is accurate, easy to understand, visually appealing, and aligned with the needs of citizens. (Septa et al., 2019)

Despite the inclusion of these additional dimensions, several studies continue to retain three core dimensions of the original E-GovQual model—reliability, trust, and citizen support—as they have been consistently found to significantly influence perceived service quality and user satisfaction. (Fikri et al., 2022) *Reliability* reflects

the system's ability to deliver services accurately and consistently; *trust* represents citizens' confidence in the government's data security and institutional integrity; and *citizen support* refers to the government's responsiveness and capability in assisting users and addressing their complaints effectively. (Hakim et al., 2023)

Empirical studies provide strong evidence for the relevance of these modifications. (Yaziji et al., 2023) demonstrated that integrating additional dimensions such as *ease of use* and *functionality of the interaction environment* enhanced the validity of service quality measurement in the *M-Paspor* mobile application managed by Indonesia's Ministry of Law and Human Rights. Similarly, (Durachman et al., 2020)incorporated the *information quality* dimension in evaluating the *Ombudsman RI* website, while (Kartikawati & Arief, 2024)found that *ease of use*, *trust*, and *reliability* were dominant factors influencing user satisfaction with the *SIAPEL* system in Malang City. These findings confirm that the modified E-GovQual model offers analytical flexibility, enabling researchers to adapt its dimensions to different types of digital public services across regions and administrative settings.

User satisfaction is one of the key indicators of the success of electronic government (*e-government*) implementation. Conceptually, user satisfaction is defined as the degree to which users' expectations of a service are met or exceeded based on their actual experiences. (DeLone & McLean, 2003) In the context of e-government, user satisfaction reflects the extent to which citizens are content with the quality, reliability, ease of use, and transparency of digital public services provided by the government.

Several studies have integrated the E-GovQual model with the concept of user satisfaction to identify the dimensions that most strongly influence citizens' perceptions of digital public service quality. Findings from prior research indicate that the six key dimensions of the modified E-GovQual model—*ease of use, functionality of the interaction environment, reliability, trust, content and appearance of information,* and *citizen support*—significantly contribute to shaping user satisfaction toward e-government systems. (Hakim et al., 2023; Septa et al., 2019; Yaziji et al., 2023)

The ease of use dimension plays an essential role in creating a positive user experience. The easier a system is to use, the more likely users are to feel satisfied and willing to reuse the service. A study by (Yaziji et al., 2023) on the *M-Paspor* application found that ease of use had a direct and significant impact on user satisfaction and intention to continue using digital public service applications. Next, the functionality of the interaction environment dimension represents the capability of an e-government system to facilitate two-way interaction between citizens and government officials. This interactivity enhances citizens' sense of engagement and reinforces their perception of the government as responsive and citizen-oriented. (Fikri et al., 2022) confirmed that a well-designed interactive environment within the provincial government's portal of West Sumatra contributed positively to user satisfaction and perceived transparency of digital services.

The reliability dimension relates to the system's ability to consistently deliver services accurately and on time. A reliable e-government platform builds confidence and minimizes user complaints about system performance. In a study by (Kartikawati & Arief, 2024) on the *SIAPEL* system in Malang City, reliability was found to be one of the most dominant factors influencing user satisfaction with the electronic ID service system.

Meanwhile, the trust dimension reflects citizens' confidence in data security, government integrity, and professionalism in managing digital services. High levels of trust strengthen user loyalty and the relationship between the government and its citizens. The findings of (Durachman et al., 2020) demonstrated a positive relationship between trust and perceived service effectiveness in the *Ombudsman RI* digital complaint platform, confirming its role in enhancing user satisfaction.

The content and appearance of information dimension assesses the accuracy, clarity, and visual appeal of information displayed on government digital platforms. Well-structured and visually engaging information improves users' understanding of public policies and administrative procedures, there by enhancing perceptions of government professionalism. (Septa et al., 2019) found that the quality of information content

and presentation had a significant effect on user satisfaction with the SIMSARPRAS website of Indonesia's Ministry of Religious Affairs.

Finally, the citizen support dimension represents the extent to which the government provides responsive assistance to user inquiries, complaints, or requests. Effective citizen support—through helpdesks or online complaint channels—fosters citizen participation and strengthens trust in government responsiveness. (Wahyudi & Testiana, 2022) revealed that citizen support was among the highest-rated dimensions in determining satisfaction with the *Simbangda* system in Banyuasin Regency.

Overall, the reviewed studies indicate that the six dimensions of the modified E-GovQual model collectively contribute to shaping user satisfaction with e-government services. User satisfaction is influenced not only by technical factors such as ease of use and reliability but also by social and governance factors such as trust, citizen support, and information quality. Therefore, understanding the relationship between these six E-GovQual dimensions and user satisfaction provides a strong theoretical foundation for designing strategies to improve the quality of digital public services in Indonesia, particularly within the framework of smart city development.

Based on the results of the literature review, it can be concluded that the modified E-GovQual model, which consists of six main dimensions — ease of use, functionality of the interaction environment, reliability, trust, content and appearance of information, and citizen support — plays an important role in shaping user satisfaction with e-government services. The following figure 1 presents the conceptual research model and the corresponding research hypotheses.

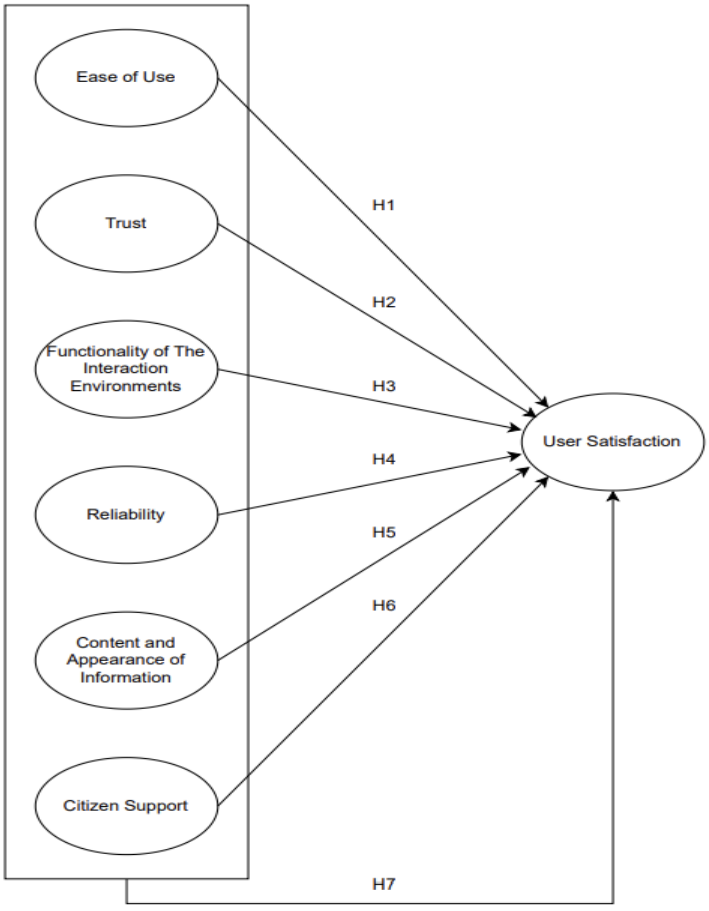

Figure 1. Research Framework

Based on Figure 1, the research hypotheses of this study can be formulated as follows:
H_1: Ease of Use has a partial significant effect on User Satisfaction.
H_2: Trust has a partial significant effect on User Satisfaction.
H_3: Functionality of the Interaction Environment has a partial significant effect on User Satisfaction.
H_4: Reliability has a partial significant effect on User Satisfaction.
H_5: Content and Appearance of Information have a partial significant effect on User Satisfaction.
H_6: Citizen Support has a partial significant effect on User Satisfaction.
H_7: Ease of Use, Trust, Functionality of the Interaction Environment, Reliability, Content and Appearance of Information, and Citizen Support simultaneously have a significant effect on User Satisfaction.

2. Research Methods

This study employed a survey design involving 125 respondents who had previously used the Malang City online complaint system (Sambat Online). The data collection process was conducted from February to April 2025, using a random sampling technique to ensure that the selected sample accurately represented the target population. Before the main survey was conducted, a pilot test involving 30 respondents was carried out to refine and validate the questionnaire, ensuring its clarity, relevance, and reliability as a research instrument. The structured questionnaire was distributed through two methods: online (via email and WhatsApp) and face-to-face interactions with users. This dual approach aimed to provide greater accessibility and flexibility for participants. The survey instrument was designed to measure user satisfaction based on the modified E-GovQual model.

Data analysis was performed using SPSS software, applying the Multiple Linear Regression Analysis approach to examine the relationships among variables. This method was chosen because multiple regression analysis can explain both the simultaneous and partial effects of several independent variables on a dependent variable, making it suitable for testing a research model that involves the six main dimensions of the modified E-GovQual model — ease of use, functionality of the interaction environment, reliability, trust, content and appearance of information, and citizen support — in relation to the user satisfaction variable. (Sarwono, 2014)

Before conducting the regression analysis, validity and reliability tests were carried out to ensure that all questionnaire items effectively measured their intended constructs. The validity test was performed using the Pearson Product Moment correlation, while reliability was assessed using the Cronbach's Alpha coefficient, with a criterion of $\alpha > 0.7$, indicating acceptable internal consistency. Subsequently, a series of classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—were conducted to ensure that the data met the requirements of multiple linear regression analysis. After all assumptions were satisfied, further statistical analyses were performed, including the coefficient of determination (R^2) test to determine the extent to which the independent variables explained the dependent variable, the F-test to assess simultaneous effects, and the t-test to examine the partial effects of each independent variable on user satisfaction. (Sekaran & Bougie, 2016)

All analyses were conducted at a significance level of $\alpha = 0.05$ (5%), meaning that the research hypotheses were accepted if the p-value < 0.05. The results were then interpreted to identify which dimensions of the modified E-GovQual model had the most dominant influence on user satisfaction with the Malang City online complaint system (Sambat Online). Furthermore, all research procedures were conducted in accordance with ethical research principles. Each respondent provided informed consent prior to participation, and the confidentiality and anonymity of all participants were strictly maintained throughout the study in compliance with established academic research ethics. (Jogiyanto Hartono, 2018)

3. Result and Discussion

The analysis was carried out in several stages, beginning with validity and reliability tests to ensure that the research instrument used was appropriate, followed by hypothesis testing through path analysis to determine the direct effects, indirect effects, and simultaneous relationships among the variables studied. The validity test was conducted using the Pearson Product Moment correlation technique (Pearson correlation analysis). The Pearson correlation analysis was performed by correlating the scores obtained from each statement item (item score) with the total score of all items (total item score). To determine the correlation index value (r-table) for the Product Moment test, the degree of freedom (df) must first be calculated using the formula df = n - 2, which in this study equals df = 125 - 2 = 123, resulting in an r-table value of 0.176. An item is considered valid and can be used to measure a research variable if the calculated correlation coefficient (r-calculated) is greater than the r-table value (r-calculated > r-table). (Solimun, 2010)

Table 1. Results of the Validity Test

Variable	Item	R-hitung	Note
Ease of Use	X1.1	0.855	Valid
	X1.2	0.808	Valid
	X1.3	0.800	Valid
Trust	X2.1	0.844	Valid
	X2.2	0.864	Valid
Functionality of the interaction environment	X3.1	0.831	Valid
	X3.2	0.841	Valid
Reliability	X4.1	0.784	Valid
	X4.2	0.783	Valid
	X4.3	0.827	Valid
Content and appearance of information	X5.1	0.758	Valid
	X5.2	0.801	Valid
	X5.3	0.762	Valid
Citizen Support	X.6.1	0.847	Valid
	X.6.2	0.885	Valid
Satisfaction	Y1.1	0.780	Valid
	Y1.2	0.769	Valid
	Y1.3	0.784	Valid

Source: processed data

Based on Table 1, the results of the validity test indicate that all statement items for each variable have r-calculated values greater than the r-table value (0.176). This means that every question item in the questionnaire is declared valid and appropriate for use as a research instrument. Thus, all indicators used to measure the six main dimensions of the modified E-GovQual model — namely *ease of use, functionality of the interaction environment, reliability, trust, content and appearance of information,* and *citizen support* — as well as the *user satisfaction* variable, are able to accurately represent the constructs being measured. The high validity of each item also indicates that the respondents understood the questions well and provided consistent answers in accordance with the intended measurement objectives. (Aditya et al., 2022)

After conducting the validity test, the next stage is the reliability test. Reliability testing is used to determine the extent to which the measurement results are relatively consistent when the measurement is repeated two or more times. An instrument can be considered reliable if it is able to measure the same construct consistently across different times and conditions. The reliability test in this study was carried out using the Cronbach's Alpha method. An instrument is considered reliable if the Cronbach's Alpha value is greater than or equal to 0.6. The results of the reliability test are presented in Table 2 below.

Table 2. Results of the Reliability Test

Variable	Cronbach's Alpha	Note
Ease of Use	0.855	Reliable
Trust	0.808	Reliable
Functionality of the interaction environment	0.800	Reliable
Reliability	0.844	Reliable
Content and appearance of information	0.864	Reliable
Citizen Support	0.831	Reliable
Satisfaction	0.841	Reliable

Source: processed data

Based on Table 2, the results of the reliability test show that all research variables have Cronbach's Alpha values greater than 0.6, indicating that all variables are reliable and suitable for further analysis. The highest Cronbach's Alpha value was found in the *Content* variable at 0.864, while the lowest was in the *Functionality* variable at 0.800—both exceeding the minimum acceptable threshold. Therefore, it can be concluded that the research instrument demonstrates a high level of internal consistency, meaning that each question item within the variables provides stable and consistent measurement results. This finding indicates that respondents gave relatively consistent answers when faced with items measuring the same construct, confirming that the questionnaire used is valid and reliable for subsequent hypothesis testing. (Aditya et al., 2022)

The researcher also conducted a classical assumption test, which consisted of three tests: normality, multicollinearity, and heteroscedasticity. The normality test was carried out visually using the Normal Probability Plot (P–P Plot) of standardized residual values. (Kanthi et al., 2024) The distribution is considered normal if the points on the plot form a pattern that closely follows the diagonal line from the lower left to the upper right. The results of the normality test can be seen in Figure 2 below.

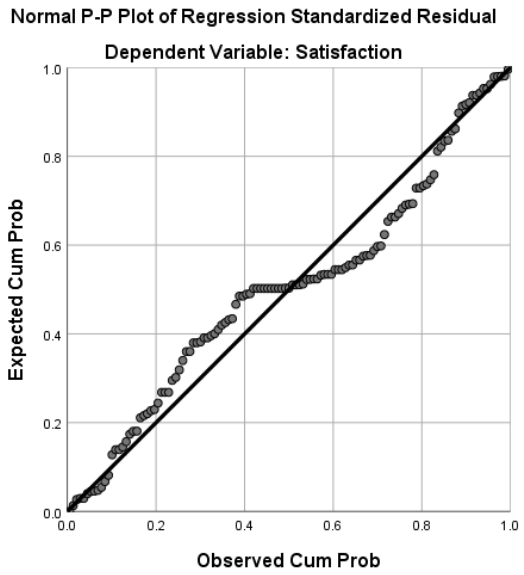

Figure 2. Results of the Normality Test

Source: processed data

Based on Figure 2, it can be observed that the visualization of the P–P Plot shows that the residual distribution is symmetrically dispersed and follows the diagonal line. Therefore, it can be concluded that the residual data in this study are normally distributed.

Furthermore, to ensure that the multiple linear regression model is free from multicollinearity violations, tests were conducted using the Tolerance and Variance Inflation Factor (VIF) values through the SPSS software. The results of the multicollinearity test are presented in Table 3 below.

Table 3. Multicollinearity Test Results

Variabel	Tolerance	VIF	Conclusion
Ease of Use	0.351	2.850	There are no indications of multicollinearity
Trust	0.472	2.119	There are no indications of multicollinearity
Functionality of the Interaction Environment	0.401	2.496	There are no indications of multicollinearity
Reliability	0.384	2.607	There are no indications of multicollinearity
Content and Appearance of Information	0.310	3.224	There are no indications of multicollinearity
Citizen Support	0.366	2.731	There are no indications of multicollinearity

Source: processed data

Based on the analysis results, all independent variables show Tolerance values above 0.1 and VIF values below 10. This indicates that there is no high correlation among the independent variables in the model; therefore, it can be concluded that there are no symptoms of multicollinearity that could affect the stability of the regression coefficient estimates. (Kanthi et al., 2024)

The third classical assumption test is the heteroscedasticity test, which was conducted using the scatterplot method between the residual values and the predicted values (ZPRED). The results of the heteroscedasticity test are presented in Figure 3 below.

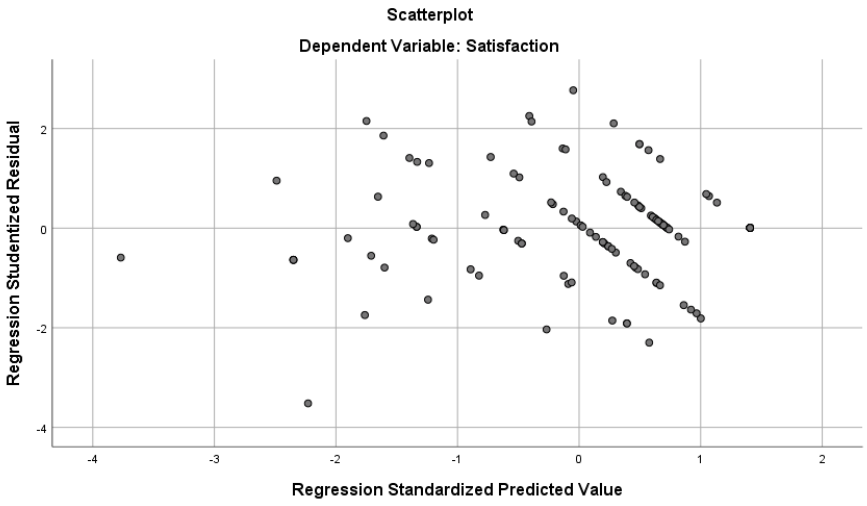

Figure 3. Results of the Heteroscedasticity Test

Source: processed data

Based on Figure 3, it can be concluded that the pattern of point distribution in the scatterplot shows a random spread without forming any specific pattern, both above and below the horizontal axis. This indicates that the

residual variance is constant at every level of prediction—in other words, there is no heteroscedasticity in the regression model used. Thus, one of the classical assumptions of linear regression, namely homoscedasticity, has been fulfilled, and the model can be considered suitable for further testing.

This study makes a significant contribution to achieving the research objectives by analyzing user satisfaction with the Malang City online complaint system using a modified E-GovQual model. This can be demonstrated through the t-test (partial) and F-test (simultaneous). The t-test (partial) is determined by comparing the alpha value of 5% or 0.05, where the t-statistic value must be greater than the t-table value (1.96). The results of the t-test (partial) are presented in Table 4 below.

Table 4. Hypothesis Testing Results

Hypotheses	Relationship Between Variables		Path Coefficient	p-value	t-hitung	Note
H1	Ease of Use	Satisfaction	0.043	0.488	0.696	Not Supported
H2	Trust	Satisfaction	0.065	0.439	0.777	Not Supported
H3	Functionality of The Interaction Environment	Satisfaction	0.109	0.274	1.099	Not Supported
H4	Reliability	Satisfaction	0.289	0.000	4.634	Supported
H5	Content and Appearance of Information	Satisfaction	0.247	0.001	3.258	Supported
H6	Citizen Support	Satisfaction	0.331	0.000	3.672	Supported

Source: processed data

Based on the calculation results in Table 4, it can be concluded that the overall testing of the relationships between variables shows that three paths have significant relationships, while three paths have insignificant relationships. The detailed explanation of the research hypotheses, particularly in partial testing, is as follows:

a) H1: Ease of use has a significant partial effect on satisfaction.
Ease of use has an insignificant effect on satisfaction, with a path coefficient value of 0.043, a p-value of 0.488 (p-value > 0.05), and a t-statistic value of 0.696 (t-statistic < 1.96); therefore, the test result is considered insignificant, and H0 is accepted. This finding indicates that ease of use is not the main factor determining user satisfaction with the Malang City online complaint system. Although the system is easy to operate, users may place greater emphasis on other aspects such as response speed, system reliability, or the effectiveness of complaint resolution. Thus, it can be concluded that users are not necessarily satisfied merely because the system is easy to use; rather, their satisfaction is more influenced by other factors that provide direct benefits or tangible outcomes from using the system. This finding also highlights the need to improve service quality and the follow-up process for complaints to enhance user satisfaction significantly. (Baskara et al., 2024)

b) H2: Trust has a significant partial effect on satisfaction.
Trust has an insignificant effect on satisfaction, with a path coefficient value of 0.065, a p-value of 0.439 (p-value > 0.05), and a t-statistic value of 0.777 (t-statistic < 1.96); therefore, the test result is considered insignificant, and H0 is accepted. This result indicates that the level of user trust in the Malang City online complaint system has not been able to significantly increase their satisfaction. Although users may have trust in the system—such as in terms of data security or platform reliability—this alone is not sufficient to generate overall user satisfaction. Another possible explanation is that users tend to assess satisfaction based on tangible outcomes of system use, such as the speed of complaint handling, process transparency, or responsiveness of the relevant authorities, rather than on trust alone. Therefore, the system

administrators need to strengthen not only the trust aspect but also ensure the effectiveness and efficiency of services to enhance user satisfaction more comprehensively. (Baskara et al., 2024; Kedaton et al., 2024)

c) H3: Functionality of the interaction environment has a significant partial effect on satisfaction.
Functionality of the interaction environment has an insignificant effect on satisfaction, with a path coefficient value of 0.109, a p-value of 0.274 (p-value > 0.05), and a t-statistic value of 1.099 (t-statistic < 1.96); therefore, the test result is considered insignificant, and H0 is accepted. This indicates that the functions or features available in the interaction environment of the Malang City online complaint system have not had a significant impact on user satisfaction. In other words, although the system provides various interactive features, users have not yet perceived substantial benefits from these features in enhancing their overall experience. This may be due to several factors, such as features that are not optimally utilized by users, an interface design that is less engaging, or interactive features that do not perform as expected (e.g., slow or irrelevant responses). Therefore, system administrators need to evaluate the existing interactive functions, ensure that these features truly support user needs, and improve the quality of interactions to generate a positive impact on user satisfaction. (Jevtić et al., 2021; Septa et al., 2019)

d) H4: Reliability has a significant partial effect on satisfaction.
Reliability has a significant effect on satisfaction, with a path coefficient value of 0.289, a p-value of 0.000 (p-value < 0.05), and a t-statistic value of 4.634 (t-statistic > 1.96); therefore, the test result is considered significant, and H0 is rejected. This indicates that the reliability of the Malang City online complaint system has a significant impact on user satisfaction. In other words, the more reliable and consistent the system's performance in receiving, processing, and following up on public reports, the higher the level of user satisfaction. Users tend to feel satisfied when the system operates smoothly without technical disruptions, provides accurate information, and delivers outcomes or responses that meet their expectations. These findings confirm that reliability is a crucial factor in creating a positive user experience. Therefore, system administrators should continue to maintain the system's stability and reliability, particularly in terms of performance, security, and service timeliness, to ensure continuous improvement in user satisfaction.(Waluyo & Waluyo, 2020; Wijaya & Legowo, 2024)

e) H5: Content and appearance of information have a significant partial effect on satisfaction.
Content and appearance of information have a significant effect on satisfaction, with a path coefficient value of 0.247, a p-value of 0.001 (p-value < 0.05), and a t-statistic value of 3.258 (t-statistic > 1.96); therefore, the test result is considered significant, and H0 is rejected. This indicates that the content and appearance of information in the Malang City online complaint system significantly influence user satisfaction. In other words, the better the quality of the information presented—in terms of clarity, completeness, and visual appearance—the higher the level of user satisfaction. Information that is easy to understand, relevant to users' needs, and presented through an appealing and well-structured interface helps users feel comfortable and confident in using the system. These findings emphasize that the presentation of information plays an important role in shaping a positive user experience. Therefore, system administrators should continue to maintain the quality of content, update information regularly, and enhance interface design to ensure that it remains informative, attractive, and easily accessible to all members of the public. (Darmawan & Nugroho, 2020; Safitri et al., 2021)

f) H6: Citizen support has a significant partial effect on satisfaction.
Citizen support has a significant effect on satisfaction, with a path coefficient value of 0.331, a p-value of 0.000 (p-value < 0.05), and a t-statistic value of 3.672 (t-statistic > 1.96); therefore, the test result is considered significant, and H0 is rejected. This indicates that citizen support has a significant influence on user satisfaction with the Malang City online complaint system. In other words, the higher the level of public participation and support in utilizing and responding to the complaint system, the greater the level of user satisfaction. Active community participation—such as providing feedback, sharing information, or helping promote the use of the system—creates a positive and collaborative interaction environment. This makes users feel that the system truly functions as a two-way communication medium between citizens and the government. Therefore, these findings emphasize the importance of citizen support in the success and sustainability of the online complaint system. The system administrators should continue to encourage public engagement through outreach programs, digital literacy improvement, and the provision of open

and responsive communication channels to further enhance user satisfaction. (Malek et al., 2019; Sebő & Bel, 2024)

Next, to address the final hypothesis, which involves the simultaneous test, an F-test (simultaneous) was conducted. The results of each variable were compared with a significance level (alpha) of 5% or 0.05, where the calculated F-value must be greater than the F-table value. In this study, the F-table value was determined to be 2.18. The results of the F-test are presented in Table 5 below.

Table 5. Results of the F-Test (Simultaneous)

Model	Sum Of Square	df	Mean Square	F	Sig
Regression	265.915	6	44.319	69.201	.000[b]
Residual	75.573	118	.640		
Total	341.488	124			

Source: processed data

Based on Table 5, the calculated F-value is 69.201, with a significance (Sig.) value of 0.000, which is far below the significance threshold of 0.05. Therefore, it can be concluded that the six independent variables—Ease of Use, Trust, Functionality of the Interaction Environment, Reliability, Content and Appearance of Information, and Citizen Support—simultaneously have a significant effect on user satisfaction (Y) with the *Sambat Online* service. This indicates that the research model used is highly feasible, as all independent variables collectively explain the variations in user satisfaction. In other words, the level of user satisfaction with the *Sambat Online* service in Malang City is not determined by a single factor but is the result of a combination of various aspects, including ease of use, trust, interaction functionality, system reliability, the quality of content and information presentation, and community support. These findings suggest that to optimize user satisfaction, system administrators must maintain a balance among these factors. Improvement efforts should not focus solely on technical system enhancements but also on social and interactive aspects that strengthen user engagement and public trust in the effectiveness of the *Sambat Online* service.

4. Conclusions

Based on the research results of "Evaluation of User Experience in the Online Complaint System Based on the E-GovQual Model in Malang City," several conclusions can be drawn. The variables ease of use, trust, and functionality of the interaction environment were found to have an insignificant partial effect on satisfaction, while reliability, content and appearance of information, and citizen support had a significant partial effect on satisfaction. Furthermore, all six independent variables—ease of use, trust, functionality of the interaction environment, reliability, content and appearance of information, and citizen support—were found to have a significant simultaneous effect on satisfaction. This indicates that, overall, the research model used in this study has successfully explained the key factors influencing user satisfaction with the Malang City online complaint system (Sambat Online). Although some variables such as ease of use, trust, and functionality of the interaction environment did not show a significant individual effect, they remain important components of the overall user experience. In contrast, reliability, content and appearance of information, and citizen support were proven to be the dominant factors influencing user satisfaction. Therefore, it can be concluded that improving user satisfaction does not solely depend on the ease of use of the system but is more strongly influenced by service reliability, the quality of information presentation, and active community participation. Hence, system administrators should focus on enhancing these aspects through system performance optimization, the development of informative and visually appealing content, and the strengthening of two-way interactions between the government and the public. An integrated approach that combines technical, informational, and participatory elements will be key to creating a more positive and sustainable user experience with the Sambat Online service in Malang City.

As a follow-up to these findings, it is recommended that Sambat Online administrators continuously improve the quality of public services through several strategic measures. First, system reliability should be enhanced

by strengthening digital infrastructure, ensuring server stability, and maintaining user data security. Second, the quality of content and information display should be continuously refined so that the information presented is not only accurate and relevant but also engaging and easily understood by all segments of society. Third, local government should encourage greater citizen participation through public outreach programs, digital literacy training, and the provision of more open and responsive communication channels.

Moreover, the interactive aspects of the system should receive particular attention. Developing features such as complaint tracking, automatic notifications, and more effective feedback channels will help build public trust and create a more positive user experience. By integrating technical improvements with enhanced social interaction, Sambat Online is expected to evolve into a more effective, transparent, and sustainable public complaint platform that strengthens collaborative relationships between the government and the citizens of Malang City.

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