

# **CHAPTER I**

## **INTRODUCTION**

### **1.1. Study Background**

Individuals worldwide increasingly recognize digital community spaces as facilities for knowledge exchange and flow, enabling collaboration across distances (Mozaffar & Panteli, 2022). Social media as a digital public platform allows the community to share information, ask for advice or help, connect with others, and encourage a sense of mutual belonging (Schreiber, 2020). Schreiber (2020) further explained that the presence of online communities had shown considerable success, even before the COVID-19 pandemic began. Various studies on implementing digital space have been conducted for multiple types of communities; 1) the HIV disease prevention education community (Blackburn et al., 2021), 2) the South Korean international students' community (Jang & Choi, 2020), 3) and earthquake risk reduction education for the public and students in Japan (Toyoda et al., 2021).

One platform becoming increasingly popular as a digital public space for communities is Discord, which supports the establishment of digital community spaces by providing features such as customized voice and text channels and discussion forums that can be adapted to fulfill users' needs. Discord is used by over one hundred million monthly active users to meet and talk with the community online in over 19 million weekly active servers. It is accessible via mobile, desktop, or website applications. Various activities and community types have been using Discord, including a biology learning space (Wiles & Simmons, 2022), online

environment emergency training (Kruglyk et al., 2020), and French learning space (Pilanti & Dwi Sriwahyuni, 2021).

Khalid (2021) conducted a study on Indonesian users in Jambi City to measure user satisfaction using the SERVQUAL method. It suggested several user experience issues, ranging from bugs and server issues to difficulty using Discord's features. The result indicated that overall, Discord user satisfaction in Jambi City was relatively low and had not met the desired perceptions, with only the Empathy dimension affecting the user perceptions.

The primary objective of this thesis is to present a case study in an Indonesian Discord community server to examine the effect of e-service quality dimensions and sense of belonging on user satisfaction, which later impacts the intention to use. The e-service quality dimensions (website design, security/privacy) and user satisfaction construct were adopted from Rita et al. (2019), while fulfillment measurement was adopted from Kim (2015). A sense of belonging is also examined based on the study by Sharabati et al. (2022), which suggested that a superior sense of belonging positively influences social media user satisfaction. Lastly, the relationship of user satisfaction on intention to use was also evaluated based on Hossain & Kim (2018), which suggested that user satisfaction plays an essential role in maintaining sustainable intention to use social media.

Previous studies have proven that e-service quality positively correlates with user satisfaction (Dalbehera, 2020; Demir et al., 2020; Kim, 2015; Raza et al., 2020; Rita et al., 2019; Yum & Yoo, 2023). Rita et al. (2019) suggested a positive

impact of e-service on customer satisfaction and proved a significant effect on online shopping customer behavior. In the social media context, Yum & Yoo (2023) suggested that service quality improvement should be prioritized to enhance customer satisfaction as an essential management goal in social media. It can be concluded that e-service quality is vital for determining user satisfaction.

The sense of belonging or the need to belong is one of the essential factors in determining user satisfaction. It is a fundamental human need or motivation and plays a significant role in shaping individuals' cognitive processes, emotional patterns, behavioral responses, and health and well-being (Baumeister & Leary, 1995). As a part of interpersonal needs, a sense of belonging is one of the most extensive and integrative constructs currently available for understanding human nature. In social media platforms, a sense of belonging is positively related to user satisfaction (Krishen et al., 2019; Sharabati et al., 2022). Baumeister & Leary (1995) explained that people are more likely to be satisfied with their experience when they feel they belong to a particular group or community. To conclude, a sense of belonging is vital in understanding human nature to help organizations improve user satisfaction.

Intention to use is a strong predictor of actual usage behavior, and a strong relationship exists between user satisfaction and intention to use a product or service (Agarwal & Prasad, 1998). Various factors can influence this relationship, including perceived usefulness, ease of use, and enjoyment. The previous research on e-service quality and satisfaction suggested a direct or indirect relationship with intention to use (Hossain & Kim, 2018; Lien et al., 2017; Nguyen et al., 2022; Udo

et al., 2010; Zhao et al., 2012). In research conducted by Hossain & Kim (2018) on the relationship between satisfaction and usage intention in a case study of Facebook social media networking services (SNS), it has been validated that satisfaction acts a vital role as a determinant in maintaining sustainable use intention. Understanding the aspects that sustainably influence customers' intention to use is essential and allows companies to improve their services.

## **1.2. Statement of Problems**

Based on the study background, problems can be formulated as follows:

1. How does website design affect overall e-service quality?
2. How does security/privacy affect overall e-service quality?
3. How does fulfillment affect overall e-service quality?
4. How does overall e-service quality affect user satisfaction?
5. How does the sense of belonging affect user satisfaction?
6. How does user satisfaction affect the intention to use?

## **1.3. Study Objectives**

The objectives of this study can be described as follows:

1. Analyzing the effect of website design on overall e-service quality.
2. Analyzing the effect of security/privacy on overall e-service quality.
3. Analyzing the effect of fulfillment on overall e-service quality.

4. Analyzing the effect of overall e-service quality on user satisfaction.
5. Analyzing the effect of a sense of belonging on user satisfaction.
6. Analyzing the effect of user satisfaction on intention to use.

#### **1.4. Advantages of the Study**

The advantages of this study can be divided into two types: academic and practical. They are as follows:

##### **1. Academic Advantages**

This study can contribute to research development and complement the literature on the impact of e-service quality and sense of belonging on user satisfaction and intention to use social media services. Furthermore, this study can provide an overview of the behavior of Discord application users in Indonesia.

##### **2. Practical Advantages**

This research can provide information to the community managers and Discord application developers on building an excellent user experience in the community. These stakeholders may consider the result of this study to improve aspects that affect overall user behavior.

#### **1.5. Study Limitations**

The limitations of the problem determined in this study are as follows:

1. This research was conducted on the Indonesian Discord desktop/mobile application users, specifically the ‘Perkumpulan Orang Santai’ Discord server.
2. The constructs adopted were Overall e-Service Quality dimensions (Website Design, Security/Privacy, and Fulfillment), Sense of Belonging, User Satisfaction, and Intention to Use.
3. Data were collected using Google Forms.
4. A simple random sampling technique was used in this study, using primary data from a total population of 5500 people. A minimum of 373 respondents were selected as research samples using Slovin’s equation.
5. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used as the multivariate statistical test method.
6. The data analysis software used in this research was SmartPLS 4.

## **1.6. Writing Systematics**

This research is structured based on systematics following the principles of scientific writing, which are divided into the following chapters:

### **Chapter I: INTRODUCTION**

This chapter contains the study background, problem formulation, research objectives, benefits, problem study limitations, and the writing systematics of this research.

## **Chapter II: LITERATURE REVIEW**

This chapter contains concepts in the form of empirical reviews and theoretical reviews, which are used as the basis for supporting the preparation of this research.

## **Chapter III: RESEARCH METHODOLOGIES**

This chapter contains the methods and work steps undertaken in writing research reports, consisting of types of research, conceptual research frameworks, conceptual models, research hypotheses, population and sample, data collection, types of data, data collection models, and measurement scale.

## **Chapter IV: RESULTS AND DISCUSSION**

This chapter contains the statistical analysis results and explains the interrelationships between the constructs in this study.

Descriptive analysis is used in this research, and the test results are calculated, including respondents' demographics, validity, and reliability tests.

## **Chapter V: CONCLUSION AND SUGGESTION**

This chapter presents the conclusion and suggestions that can be given for Discord development and further research.