



THE EFFECT OF CONVENIENCE, SERVICE QUALITY, AND INFORMATION QUALITY ON USER SATISFACTION OF TOMORO COFFEE APPLICATION

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Abstract

This study aims to analyze the influence of Ease of Use, Service Quality, and Information Quality on User Satisfaction of the Tomoro Coffee Application. The background of this study is based on the importance of user experience in using digital applications as a major factor in increasing customer loyalty and satisfaction. This study uses a quantitative approach with an associative research type. Data were obtained through distributing questionnaires to 100 respondents who are Tomoro Coffee application users and were analyzed using multiple linear regression methods. The results of the study indicate that simultaneously the three independent variables, namely Ease of Use, Service Quality, and Information Quality, have a significant effect on User Satisfaction. Partially, each variable also shows a positive and significant effect. These findings indicate that user experience in accessing the application, the quality of services provided, and the presentation of accurate and relevant information are important factors in shaping the level of satisfaction of Tomoro Coffee application users. This study provides implications for application developers to focus more on improving user-friendly features, the quality of digital services, and the reliability of information to increase customer satisfaction.

Keywords: Convenience, Service Quality, Information Quality, User Satisfaction, Tomoro Coffee Application



INTRODUCTION

The development of information and communication technology (ICT) has accelerated significantly in recent years, directly impacting patterns of social interaction and the dynamics of the digital industry. By 2024, more than 221 million Indonesians are registered internet users, representing 79.5% of the total population, an increase of 2.67% from the previous year (APJII, 2024). This surge demonstrates that the internet has now become a fundamental infrastructure for social, economic, and business activities.

Digital transformation has pushed businesses to adapt by providing fast, efficient, and innovative services, one way being through the use of mobile applications. These applications allow consumers to conduct transactions solely through mobile devices, addressing public demand for convenient and responsive services. In this context, user satisfaction is a crucial indicator in evaluating the success of digital services. According to Kotler and Armstrong (2011), customer satisfaction is the result of comparing expectations with reality.

User satisfaction is closely related to perceived ease of use of an application. Davis, in Pranoto et al. (2020), defines perceived ease of use as the extent to which a person believes that using technology requires minimal effort. This is reinforced by Pramudana (2018) and Jogyanto (2019), who emphasize the importance of a simple and seamless user experience. Vintiani & Indah (2023) also state that perceived ease of use is a crucial element in increasing the intensity of repeated application use. Conversely, complex and uninformative interfaces tend to reduce user interest.

Ease of use also influences service quality and information quality. DeLone and McLean, in Amarin & Wijaksana (2021), emphasize that service quality is now more important than the technical aspects of the system, as users are positioned as customers. A study by Dary & Susilo (2020) shows that service quality plays a significant role in user satisfaction and loyalty. Accurate, complete, and timely information is also a crucial element in consumer decision-making (Widodo et al., 2016; Ayuna Septita & Deddy, 2020), and has been shown to influence user satisfaction in e-commerce applications like Berrybenka (Amarin & Wijaksana, 2021).

Indonesia, as one of the world's largest coffee producers, recorded annual production of 789,000 tons, with exports reaching 427,000 tons by 2025 (Industrial and Refreshing Plant Instrument Standards Testing Center, 2025). The coffee industry has grown 250% in the past decade (Coordinating Ministry for Economic Affairs, 2022), creating jobs and boosting domestic consumption. Coffee has become an integral part of Indonesian culture, and coffee



consumption is projected to increase to 4.79 million bags by 2023/2024 (BPS, 2024).

This increase in consumption has been accompanied by a growing number of coffee shops, competing to provide unique customer experiences. One standout is Tomoro Coffee, founded in August 2022 by Xing Wei Yuan, which has adopted an innovation and technology-driven business strategy. With over 600 branches and 2.5 million mobile app users within two years, Tomoro Coffee demonstrates its rapid adaptation to the digital market (Instagram @tomorocoffee.id).

Although a 2024 survey by TSurvey.id showed that 63% of consumers make repeat purchases and visit 2–3 times per month, some users still complain about the app experience, potentially reducing satisfaction and loyalty. On the other hand, Tomoro Coffee achieved a Top Brand index of 42.20%, demonstrating a strong competitive position (Pangestuti & Heikal, 2024).

Based on this phenomenon, this study aims to analyze the influence of ease of use, service quality, and information quality on user satisfaction of the Tomoro Coffee mobile application. The results are expected to provide strategic recommendations for application development to improve the quality of digital services in the coffee shop industry.

LITERATURE REVIEW

Information Systems

An information system is a collection of integrated components, consisting of hardware, software, data, procedures, and people, designed to collect, process, store, and disseminate information to support decision-making within an organization (Arifin et al., 2022). This system not only streamlines operational processes but also encourages innovation through data analysis to create relevant solutions (Soulfitri, 2023). Thus, information systems function to support managerial and strategic activities in achieving organizational goals efficiently and effectively.

Computer-Based Information Systems

A computer-based information system (CBIS) is a data processing system that utilizes computer technology to quickly and efficiently generate relevant information needed by management (Purnomo, 2012, cited in Normah N, 2017). According to McLeod (1995, cited in Rozaq, 2020), CBIS supports coordination, control, analysis, and strategic decision-making. Thus, CBIS plays a crucial role in supporting managerial effectiveness and serves as the primary foundation for formulating organizational strategy.



Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a model developed by Davis in 1985 to analyze factors influencing the acceptance of information technology (Pratama et al., 2022). TAM is an adaptation of the Theory of Reasoned Action (TRA) and is used to predict the extent to which users will accept a technology (Davis & Bagozzi in Rossmann, 2021).

According to Jogyanto (2019 in Hartami, 2021), TAM explains that technology acceptance is influenced by perceptions of ease of use and perceived benefits. This model helps understand the technology adoption process, both at the individual and organizational levels. TAM is also useful in designing strategies to increase technology acceptance by understanding user attitudes, intentions, and behaviors (Prasetyo, 2020).

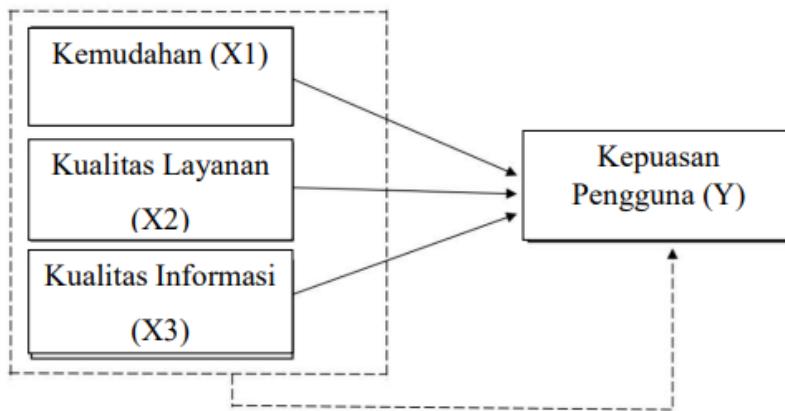
Information System Success Model (ISSM)

The Information System Success Model (ISSM) was developed by DeLone and McLean in 1992 to assess the success of information systems through six key variables: system quality, information quality, usage, user satisfaction, individual impact, and organizational impact (DeLone & McLean in Jeyaraj, 2020). This model was then refined in 2003 by adding service quality, replacing the use variable with intention to use, and combining individual and organizational impacts into net benefits (DeLone & McLean in Al-Okaily et al., 2021).

ISSM emphasizes that all variables are interdependent; failure in one aspect can impact the success of the entire system. Therefore, understanding the relationships between variables is crucial to evaluating and developing effective information systems.

Framework of Thinking

Based on the theory and description, the variables ease of use (X1), service quality (X2), and information quality (X3) are assumed to influence user satisfaction (Y) both partially and simultaneously.



Hypothesis

Based on the theoretical study and framework of thought that has been described, the hypothesis in this study is formulated as follows:

H1: Ease of use, service quality, and information quality simultaneously have a significant effect on user satisfaction of the Tomoro Coffee application.

H2: Ease of use has a partial significant effect on user satisfaction of the Tomoro Coffee application.

H3: Service quality has a partial significant effect on user satisfaction of the Tomoro Coffee application.

H4: Information quality has a partial significant effect on user satisfaction of the Tomoro Coffee application.

RESEARCH METHOD

This research is an associative study with a quantitative approach. Associative research aims to determine the relationship between variables in a measurable phenomenon (Sugiyono, 2020). The quantitative approach was chosen because this research is systematic, structured, and oriented towards hypothesis testing through statistically analyzed numerical data. The operational definition of the variables in this study consists of one dependent variable, namely user satisfaction, and three independent variables, namely ease of use, service quality, and information quality. Each variable is measured using a five-point Likert scale, namely: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1), in accordance with Sugiyono's opinion (2020), to assess respondents' attitudes or perceptions towards a research object.

The population in this study were all followers of the official Tomoro Coffee Instagram account (@tomorocoffee.id) which numbered approximately 221,000 followers as of February 2025. This population was limited to individuals aged at least 17 years and who had used the Tomoro Coffee



application. The selection of this age limit was based on the assumption that individuals in their productive age have a high intensity of smartphone or other digital device use. The research sample was taken based on the Slovin formula with a 10% error rate, so the number of samples obtained was 100 respondents. The selected respondents were part of the population that met the criteria, namely Tomoro Coffee application users who were also followers of the brand's official Instagram account.

The type of data used in this study is primary data, that is, data obtained directly from the source through the distribution of questionnaires to respondents. The questionnaire contains questions designed to measure user responses to the variables of ease of use, service quality, information quality, and user satisfaction with the Tomoro Coffee application. The questionnaire is structured systematically to be easily understood by respondents and provide data relevant to the research objectives. The collected data will be analyzed quantitatively to determine the relationships and influences between the studied variables, both simultaneously and partially. The results of this analysis are expected to provide strategic recommendations for the development of the Tomoro Coffee application to increase user satisfaction.

RESULTS AND DISCUSSION

The Influence of Convenience, Service Quality, and Information Quality on User Satisfaction

The results of the simultaneous test (F test) show that the variables of convenience (X1), service quality (X2), and information quality (X3) together have a significant effect on user satisfaction (Y) of the Tomoro Coffee application. The calculated F value of 93.083 is greater than the F table of 3.98 and the significance value of 0.000 is less than 0.05, which means there is a significant influence between the three independent variables on the dependent variable.

More specifically, app ease of use has been shown to positively influence user satisfaction. A user-friendly app interface, intuitive navigation, and efficient transaction processes contribute to a more convenient and seamless user experience. This suggests that perceived ease of use plays a significant role in enhancing app user satisfaction.

Service quality is also a crucial aspect influencing user satisfaction. System response speed, a smooth ordering process, and minimal technical glitches during application use reflect optimal service. When the service



provided meets user expectations, satisfaction levels will increase significantly.

Furthermore, the quality of information presented in the Tomoro Coffee app significantly contributes to user satisfaction. Accurate, relevant, up-to-date, and easy-to-understand information helps users make informed decisions. Clear and reliable information delivery can increase user trust and loyalty to the app.

These findings align with research by Krisdina et al. (2022), which combined the Technology Acceptance Model (TAM) and Information System Success Model (ISSM) approaches to analyze e-health usage. The study concluded that perceived ease of use, service quality, and information quality significantly impact user satisfaction. Therefore, the application of the TAM and ISSM models in the context of the Tomoro Coffee app also proves relevant in explaining the factors influencing user satisfaction.

Effect of Convenience (X1) on User Satisfaction (Y)

The results of the linear regression analysis show that the ease of use variable (X1) has a positive effect on user satisfaction (Y) of the Tomoro Coffee application with a regression coefficient value of $\beta_1 = 0.163$. This indicates that the higher the perceived ease of use of the application, the greater the likelihood of users feeling satisfied. The t-test shows a calculated t-value of 2.434 which is greater than the t-table of 1.985, and a significance value of $0.017 < 0.05$, which means the effect is statistically significant. Thus, the H2 hypothesis is accepted and shows that the ease of use of the Tomoro Coffee application partially has a significant effect on user satisfaction.

The results of the 100 respondents' responses showed that the ease of use indicator achieved a high average score, namely 4.19 for ease of understanding labels and icons, and 4.11 for ease of finding products and clarity of order status. This reflects that ease of navigation and an intuitive interface are factors that drive comfort and satisfaction when using the app.

These findings align with research by Chusnahan and Indriana (2020), which showed that ease of use has a positive and significant impact on fintech service user satisfaction. These results confirm that user perceptions of technological ease of use are a key determinant of customer satisfaction in a digital context.

The Influence of Service Quality (X2) on User Satisfaction (Y)

The results of the linear regression analysis show that the service quality variable (X2) has a positive and significant effect on user satisfaction (Y) of the Tomoro Coffee application, with a regression coefficient value of $\beta = 0.196$. The t test shows a calculated t value of 4.175 which is greater than the t table of 1.985



and a significance value of $0.000 < 0.05$, which indicates that the H3 hypothesis is accepted. This means that the better the service quality perceived by users, the higher the level of user satisfaction with the application.

Service quality was assessed using eight indicators measured through a questionnaire administered to 100 respondents. The indicator with the highest average score was ordering speed (4.56), followed by clarity of in-app guidance (4.40), minimal bugs (4.37), and ease of application access (4.15). These results indicate that speed, system reliability, and a hassle-free user experience are important determinants of user satisfaction.

This finding aligns with the research findings of Muharsyah and Ekawati (2022), which found that service quality had a positive and significant effect on Tokopedia app user satisfaction in Palembang. Therefore, it can be concluded that service quality is a crucial factor in maintaining and increasing user loyalty and satisfaction, particularly in the context of using the Tomoro Coffee app.

The Influence of Information Quality (X3) on User Satisfaction (Y)

Based on the results of multiple linear regression analysis, the information quality variable (X3) is proven to have a positive and significant effect on user satisfaction (Y) of the Tomoro Coffee application, with a regression coefficient value of $\beta = 0.139$. The t-test results show that the calculated t (2.556) is greater than the t -table (1.985) and the significance value is $0.017 < 0.05$. Thus, the H4 hypothesis is accepted. These results indicate that the better the quality of information provided by the application, the higher the level of user satisfaction.

Information quality in this study was measured through eight indicators answered by 100 respondents. The indicator with the highest score was timely discount updates (mean = 4.42), followed by complete information regarding menus, promotions, prices, and delivery methods (mean = 4.38), and accuracy of information provided (mean = 4.29). This indicates that timeliness, completeness, and clarity of information are important factors in shaping user perceptions of the application.

This finding aligns with research by Putra et al. (2020), which states that information quality has a positive and significant impact on software end-user satisfaction in the banking context. Therefore, app providers like Tomoro Coffee need to ensure that the information displayed in the app is accurate, relevant, and timely to maintain and improve user satisfaction levels.



CONCLUSION

Based on the results of the study on the influence of Ease of Use, Service Quality, and Information Quality on User Satisfaction of the Tomoro Coffee Application, it can be concluded that the three independent variables simultaneously have a significant influence on user satisfaction, as evidenced by the results of the F test. Partially, the Ease of Use variable (X1) is also proven to have a significant influence on User Satisfaction (Y), based on the results of the t test, which shows that the easier the application is to use, the higher the level of user satisfaction. In addition, Service Quality (X2) significantly influences user satisfaction, where service speed, system reliability, and ease of access contribute to increased satisfaction. Likewise, Information Quality (X3), which shows a significant influence on user satisfaction, accurate, clear, and timely information are important factors in forming positive user perceptions of the application. These findings indicate that application development that focuses on ease of use, improving service quality, and delivering quality information will have a direct impact on increasing user satisfaction.

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