

## **ABSTRACT**

Timoty Des Christian, 2023. The Effect of e-Service Quality, Sense of Belonging, and User Satisfaction on Intention to Use (A Case Study on Discord). Thesis, Information Systems Undergraduate Study Program, Sekolah Tinggi Informatika & Komputer Indonesia – MALANG, Advisor: Setiabudi Sakaria

Keyword: PLS-SEM, e-service quality, sense of belonging, user satisfaction, intention to use

Individuals worldwide increasingly recognize digital community spaces as facilities for knowledge exchange and flow, enabling collaboration across distances. Discord is an increasingly popular application that supports establishing a digital community by providing engaging features that can be customized according to users' needs. This thesis presents a case study in an Indonesian Discord community server to examine the effect of e-service quality dimensions, sense of belonging, and user satisfaction on intention to use. Data obtained from the Discord community of 375 users were used to evaluate the model using a structural equation modelling approach with SmartPLS 4. Path coefficient results suggested that all the constructs in e-service quality and sense of belonging indicated a positive and significant relationship to user satisfaction and intention to use. This thesis provided academic and practical recommendations for future works and Discord application/community managers. This thesis is limited to Indonesian Discord users only and cannot be generalized.

## ABSTRAK

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Kata kunci: PLS-SEM, e-service quality, sense of belonging, user satisfaction, intention to use

*Individu di seluruh dunia semakin mengenali ruang komunitas digital sebagai fasilitas untuk pertukaran dan aliran pengetahuan, yang memungkinkan kolaborasi lintas jarak. Discord adalah aplikasi yang semakin populer yang mendukung pembentukan komunitas digital dengan menyediakan fitur-fitur menarik yang dapat disesuaikan dengan kebutuhan pengguna. Tesis ini menyajikan studi kasus di server komunitas Discord Indonesia untuk menguji pengaruh dimensi e-service quality dan sense of belonging terhadap user satisfaction dan intention to use. Data yang diperoleh dari komunitas Discord dari 373 pengguna digunakan untuk mengevaluasi model menggunakan pendekatan structural equation modeling dengan software SmartPLS 4. Hasil koefisien jalur menunjukkan bahwa semua konstruk dalam e-service quality dan sense of belonging menunjukkan hubungan yang positif dan signifikan terhadap user satisfaction dan intention to use. Studi ini memberikan literatur tentang pengaruh e-service quality dan sense of belonging terhadap intention to use pada pengguna Discord Indonesia. Kajian ini terbatas pada pengguna Discord Indonesia saja dan tidak dapat digeneralisasikan.*