

CHAPTER V CONCLUSIONS AND RECOMMENDATION

5.1. Conclusions

This study aims to examine the relationship between e-service quality dimensions and a sense of belonging on user satisfaction, which later impacts the intention to use Indonesian Discord application users. Based on the PLS-SEM analysis using SmartPLS 4, it can be indicated that all constructs indicated positive correlations and are statistically significant except for fulfillment. The result concluded that users perceive higher satisfaction when there is a superior e-service quality combined with a sense of belonging, ultimately determining users' intention to use the Discord application.

5.2. Recommendation

The findings provide insight for community managers and Discord application developers to understand better how e-service quality and a sense of belonging are formed and how important they are in maintaining a superior level of user satisfaction, which will help to increase users' intention to use the Discord desktop application. In order to provide an excellent user experience, Discord application managers should maintain a seamless interaction between users that consists of sufficient and personalized information, interactive feature to increase the sense to belong in Discord, visually appealing content and layout, and continuous monitoring of application uptime and availability. Application managers should also ensure the security and privacy of user personal information,

communication data, and other privacy data. The respondents' demographic may also be used for the application managers as a decision-making support, such as a marketing strategy related to advertisement. Community managers are advised to create interactive chat/voice channels according to members' needs, conduct regular community activities to increase engagement, and build a sense of comfort and solidarity within the server.

This study is limited in research scope, capturing only a single community of Discord users in Indonesia, which may not correctly describe the entire Discord application's users. To provide more generalizable results and implications, future research may develop a more complex research model that can more comprehensively capture the user experience and perception of social media and different approaches to statistical analysis. Lastly, researchers may expand the scope of this research by capturing a broader range of respondents with larger cultural and socioeconomic settings.