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## The Effect of Application Service Features, Ease, and Security on Customer Satisfaction Through User Trust in the TIX ID Application

Duwi Ajeng Septiani Putri<sup>1\*</sup>, Raden Andi Sularso<sup>2</sup>, Deasy Wulandari<sup>3</sup>

<sup>1, 2, 3</sup> Faculty of Economics and Business, University of Jember, Indonesia

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\*Corresponding author: Duwi Ajeng Septiani Putri

Faculty of Economics and Business, University of Jember, Indonesia

### Abstract

*This research aims to identify the effect of Application Service Features, Ease, and Security on Customer Satisfaction Through User Trust in the TIX ID Application. This research uses explanatory research. The sampling technique used in this study was non-probability sampling with purposive data collection. The research instrument used a questionnaire distributed in a hybrid manner with a sample of 100 respondents. The data analysis method used is Partial Least Square (PLS) with SmartPLS 4.0 software. The results of this study indicate that 1) application services features has no significant effect on trust 2) Ease has a significant effect on trust 3) security has a significant effect on trust 4) application service features has no significant effect on satisfaction 5) Ease has no significant effect on satisfaction 6) security has no significant effect on satisfaction 7) trust has a significant effect on satisfaction 8) application services features has no significant effect on satisfaction through trust 9) Ease has a significant effect on satisfaction through trust 10) security has a significant effect on satisfaction through trust.*

**Keywords:** Application Service Features; Customer Satisfaction; Ease; Security; Trust

### INTRODUCTION

The entertainment industry is currently one of the most attractive sectors for Indonesian society, as evidenced by the growing public interest in entertainment activities such as watching movies, attending music concerts, and participating in other events. This

industry is capable of providing a wide range of enjoyable options and offering space for individuals to temporarily release their burdens.

The advancement of digital technology has significantly transformed the way people access and enjoy entertainment, thereby encouraging business actors to adopt digital marketing activities as their primary strategy. Alongside this rapid technological development and the increasing number of smartphone users, various applications have emerged in Indonesia. These applications are designed to simplify people's daily needs, including online ticket booking services.

This study uses the variables of application service features, Ease, security, customer satisfaction, and user trust to examine one of the technological innovations in the use of digital applications such as TIX ID. Comprehensive application service features, Ease, and secure transactions may act as the stimulus received by users. When users perceive that the TIX ID application has complete service features, is easy to use, and secure, they begin to trust the application. This trust constitutes the organism. Subsequently, users' trust in the TIX ID application influences their response, namely customer satisfaction.

TIX ID is a digital application that enables users to purchase movie tickets and other entertainment event tickets online. Founded by PT Nusantara Elang Sejahtera, the application was launched on March 21, 2018, and has successfully ranked 6th in the entertainment industry on the App Store. The application was developed to help users access entertainment services without visiting physical locations. Through TIX ID, users can access complete information regarding movie schedules and ticket prices.

The presence of TIX ID marks part of the transformation of Indonesia's entertainment industry toward digitalization, with the aim of improving satisfaction and trust in digital entertainment services. Customer satisfaction is defined as a customer's evaluation of the product or service they use, where they tend to assess whether the performance of a product or service meets or exceeds their expectations (Wilson *et al.*, 2021). In this context, customer satisfaction with TIX ID refers to the level of satisfaction of users in fulfilling their expectations of the services provided by the application.

Before users feel satisfied, they must first develop **trust** in the TIX ID application. Trust is formed when consumers are confident that service providers will meet their needs and desires. Once trust is established, consumers expect providers to act consistently with these beliefs. The more expectations are fulfilled, the greater the level of consumer satisfaction (Rivaldi and Amri, 2023). According to Rivaldi and Amri (2023), trust is the consumer's belief in relying on a service with all its risks due to the promise of positive outcomes. Trust is not merely a sense of belief but also a guarantee that businesses will uphold their commitments and responsibilities (Yum and Kim, 2024).

According to Ahli *et al.* (2024), Eni *et al.* (2024) and Kirana *et al.* (2024), customer trust significantly influences customer satisfaction, as users who feel confident in an application are more likely to be satisfied and continue using it. In contrast, Kusmita *et al.* (2022) and Suryani *et al.* (2021) found that trust does not significantly influence customer satisfaction. Both satisfaction and trust are shaped by factors such as application service features.

Application service features are the specifications offered to users of an application (Alda *et al.*, 2021). In the case of TIX ID, these features include ticket booking, TIX Events, TIX Food, streaming vouchers, online film rentals, as well as seat selection options. Mustofan dan Kurniawati (2024) concluded that service features

foster user trust in making online transactions. (Vassiliadis *et al.* (2021) argued that service features significantly affect customer satisfaction, while Hapizah dan Yeni (2024) and Saragih dan Siregar (2025) found no significant effect. Nevertheless, once customers feel satisfied with service features, they tend to trust the application. This is reinforced by Tandon *et al.* (2020), who found that service features significantly affect customer trust.

Ease is another factor influencing customer satisfaction besides service features. Ease refers to an individual's belief that a system is easy to use (Almaiah *et al.*, 2022). For TIX ID, Ease includes the ability to easily access the application through smartphones, simple and fast ticket booking processes, purchasing tickets without queuing, and clear, easily accessible information. These Eases reduce barriers in the purchasing process. Studies by Ru-Zhue *et al.* (2025), Eni *et al.* (2024), and Nuralam *et al.* (2024) concluded that Ease significantly influences customer satisfaction. However, Deliyana *et al.* (2022) and Shafira *et al.* (2023) found no significant effect. If users feel satisfied when using TIX ID, they are more likely to trust it. This is supported by Wilson *et al.* (2021) and Eni *et al.* (2024), who found that Ease significantly influences user trust.

Security is also a non-negotiable aspect for users. Security refers to the means of protecting and ensuring that hackers cannot access customer information and privacy (Li *et al.*, 2021). Various security measures are implemented in TIX ID, such as user authentication through passwords and verification codes, privacy policies to safeguard personal data, and secure payment methods with encryption. These security features are crucial to ensure that users feel safe and comfortable when conducting online transactions. Research by Muhtasim *et al.* (2022) and Li *et al.* (2021) demonstrated that security significantly affects user satisfaction. Furthermore, security influences trust, as confirmed by Shao *et al.* (2021) and Skladannyi *et al.* (2024). Conversely, Kirana *et al.* (2024) and Saragih and Siregar (2025) Saragih and Siregar (2025) reported no significant effect of security on satisfaction.

The phenomenon underlying this research is that the TIX ID application demonstrates how technology provides Ease within the entertainment industry. The application illustrates how cinemas adapt to technological changes and user needs, making ticket booking more efficient and enhancing audience satisfaction. Unlike other applications that typically only serve one cinema network, TIX ID allows users to choose from multiple cinema chains, including CGV, Cinapolis, and XXI. However, TIX ID charges a service fee of IDR 4,000, which is relatively higher compared to similar applications. This fee may discourage users, as they must pay more for the same service. Hence, TIX ID needs to reconsider its service fee policy to ensure users remain satisfied and continue to trust the application.

## LITERATURE REVIEW

### Application Service Features

According to Rukani dan Marlina (2021), a user engages with a product or service based on several considerations, one of which is service features. A feature is a characteristic associated with a product or service (Vassiliadis *et al.*, 2021). Service features represent a set of attributes that can be utilized (Vassiliadis *et al.*, 2021).

## Ease

Ease refers to the degree of confidence an individual has that a system is easy to use (Almaiah *et al.*, 2022). Ease is defined as a person's belief in a particular application system that assists them in completing tasks (Ru-Zhue *et al.*, 2025). According to Wilson *et al.* (2021), Ease can also be interpreted as the public's perception of a product or service, where they evaluate how easy and quick it is to learn and use the new product or service without difficulty. Furthermore, (Wilson *et al.* (2021) state that Ease is an individual's perception of the amount of effort required to learn a new technology or product. Ease in an application system enhances the effectiveness and efficiency of user tasks (Ru-Zhue *et al.*, 2025). It reflects the level of effort required by users to interact with technology (Eni *et al.*, 2024),

## Security

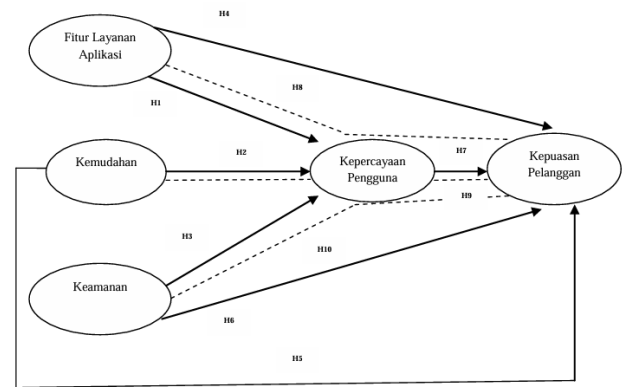
Security has become a major concern when conducting financial transactions through digital transaction methods (Muhtasim *et al.*, 2022). According to Shao *et al.* (2021), security refers to the expectation of potential dangers or risks. Meanwhile, Li *et al.* (2021) identify security as the means to protect and ensure safety, as well as to prevent hackers from attacking customer information and privacy. Perceived security is an important factor shaping customers' intentions to continue using technology and services (Maqableh *et al.*, 2021). Customer satisfaction is strongly influenced by their perceptions of security and trust (Muhtasim *et al.*, 2022).

## Customer Satisfaction

Customer satisfaction is defined as a psychological condition that reflects a positive attitude toward the service provider after the service meets the needs and expectations of customers (Ru-Zhue *et al.*, 2025). According to Wilson *et al.* (2021) Wilson *et al.* (2021), customer satisfaction can be defined as customers' evaluation of the products or services they use, in which they tend to assess whether the performance of a product or service exceeds their expectations. Nuralam *et al.* (2024) state that customer satisfaction occurs when customers compare their experiences with their initial expectations and have an emotional response. If the expected outcomes are exceeded, customers are likely to feel satisfied and more inclined to repurchase (Nuralam *et al.*, 2024). Ensuring customer satisfaction is a primary focus that companies must prioritize in order to achieve success in the industry (Wilson *et al.*, 2021).

## Trust

Trust is initially formed through prior knowledge, expectations, and understanding of a system. Trust is not merely a sense of belief, but rather a guarantee that a business will uphold its commitments and responsibilities (Yum and Kim, 2024). According to Rivaldi dan Amri (2023), trust is the willingness of consumers to rely on a service despite its risks, due to the promised expectations of delivering positive outcomes for them. Consumer trust refers to the belief consumers have in a product, brand, or company, which is related to their understanding of the attributes and benefits offered (Ningsih, 2021:120). (Nugraha *et al.* (2021:46) 2021) explain that consumer trust is the belief that a product possesses certain characteristics capable of providing benefits and meeting consumer expectations. Meanwhile, Eni *et al.*, (2024) define trust as the belief or perception that an individual or party can fulfill expectations and objectives.



**Figure 1. Conceptual Model**

## METHODOLOGY

This study employs explanatory research, which is used to explain the position of the variables under investigation as well as the influence between these variables (Sugiyono, 2019:80). The population in this study consists of all users of the TIX ID application in Indonesia. This sample use non-probability sampling with technique purposive sampling. Size sample in research This according to Abdillah & Hartono (2015:115) in PLS amount sample should more from 100 - 200 so that the data calculation is stable, so that amount respondents used in the study This is 100 respondents. Type of research data This namely quantitative data that is processed and analyzed with calculation statistics. The source of data used in this study is primary data. The data were collected through questionnaires distributed to the people of Jember who met the criteria as users of the TIX ID application. The questionnaires were distributed using a hybrid method, namely through direct (offline) distribution and via Google Forms.

**Table 1. Operational Definition of Variables**

Variables	Understanding	Statement
Application Services Features (X <sub>1</sub> )	Application service features are defined as a set of attributes available in the TIX ID application.	The indicators of application service features, according to Mustofan dan Kurniawati (2024), in this study are as follows: 1) <b>Diversity of transaction services (X1.1):</b> the TIX ID application provides a variety of services. 2) <b>Diversity of features (X1.2):</b> the features provided by the TIX ID application are diverse. 3) <b>Completeness of features (X1.3):</b> the features provided by the TIX ID application are in accordance with user needs.
Ease (X <sub>2</sub> )	It refers to the level of confidence of TIX ID application users in the belief that the application is	The indicators of Ease, according to Taan and Hapsawati (2021), in this study are as follows: 1) <b>Easy to learn (X2.1):</b> users can understand how to use the TIX ID application

	easy to use.	without difficulty. 2) <b>Clarity (X2.2):</b> the information presented by the TIX ID application is easy to understand. 3) <b>Flexibility (X2.3):</b> the TIX ID application can be accessed anywhere according to users' needs.			application provides services in accordance with the promises or provisions conveyed. 4) <b>Willingness to depend (Z.4):</b> users' willingness to rely on the TIX ID application when conducting transactions.
Security (X <sub>3</sub> )	Security is the means to protect and ensure, as well as to prevent hackers from attacking the information and privacy of TIX ID application users.	The indicators of security, according to Beldad et al. (2021:112) and (Mulyana, 2014:30), in this study are as follows: 1) <b>Data confidentiality (X3.1):</b> the security provided by the TIX ID application in protecting users' personal data. 2) <b>Protection from malware (X3.2):</b> TIX ID application users are protected from viruses. 3) <b>Regular security updates (X3.3):</b> users' confidence in the TIX ID application regarding the implementation of regular security updates.	Source: Processed Primary Data (2025)  Data analysis using the Partial Least Square or PLS approach. Ghozali dan Latan (2015:5) stated that the purpose of PLS is to explain the relationship between latent variables. SmartPLS 4.0 software was used for data analysis in this study. Hypothesis testing is by using statistical values, so for alpha 5% the t-statistic value used is 1.96. So, the criteria for accepting/rejecting the hypothesis are Ha is accepted and H0 is rejected when the t-statistic> 1.96. For hypothesis testing using probability, Ha is accepted if the p value <0.05.  <b>RESULTS</b> <b>Outer Model Evaluation or Measurement Model</b>  a. Convergent Validity  <b>Table 1. Convergent Validity Test Results</b>		
Customer Satisfaction (Y)	Customer satisfaction is a psychological condition that reflects a positive attitude toward the TIX ID application after its services fulfill the needs and expectations of customers.	The indicators of user satisfaction, according to Oktavia dan Sudarwanto (2023), in this study are as follows: 1) <b>Experience (Y.1):</b> users' experiences when using the TIX ID application. 2) <b>Overall Satisfaction (Y.2):</b> the overall level of user satisfaction when using the TIX ID application. 3) <b>Willingness to recommend (Y.3):</b> users' intention to recommend the TIX ID application to others.			
Trust (Z)	Trust is not merely a sense of belief, but rather a guarantee that the TIX ID application will uphold its commitments and responsibilities.	The indicators of user trust, according to (Kotler dan Keller (2016:225), in this study are as follows: 1) <b>Confidence in services (Z.1):</b> the extent to which users feel confident in the services provided by the TIX ID application. 2) <b>Ability (Z.2):</b> users perceive that the TIX ID application is capable of helping them overcome the problems they encounter. 3) <b>Integrity (Z.3):</b> the TIX ID			

Source: Processed Primary Data (2025)

Based on table 1, the outer loading value on the indicators of all variables has a value above 0.5, which means that all indicators are considered valid.

#### b. Discriminant Validity

**Table 2. Cross Loading Value Results**

	X1.	X2.	X3.	Y1.	Z1.
X1.1	0.728	0.350	0.348	0.267	0.390
X1.2	0.713	0.327	0.468	0.467	0.387
X1.3	0.807	0.500	0.399	0.540	0.518
X2.1	0.361	0.800	0.429	0.476	0.453
X2.2	0.462	0.839	0.547	0.537	0.610
X2.3	0.462	0.784	0.376	0.567	0.565
X3.1	0.523	0.552	0.845	0.560	0.634
X3.2	0.459	0.512	0.885	0.622	0.665
X3.3	0.400	0.361	0.817	0.577	0.634
Y1.1	0.486	0.613	0.616	0.848	0.703
Y1.2	0.470	0.487	0.603	0.873	0.784
Y1.3	0.542	0.564	0.528	0.808	0.700
Z1.1	0.620	0.605	0.597	0.704	0.791
Z1.2	0.429	0.502	0.626	0.705	0.831
Z1.3	0.469	0.617	0.709	0.736	0.875
Z1.4	0.395	0.495	0.550	0.697	0.784

Source: Processed Primary Data (2025)

Based on table 2, the cross-loading value of each variable is greater than the other variable items, so that all variables are valid discriminants.

#### a. Composite Reliability

**Table 3. Composite Reliability Value Results**

Variables	Composite Reliability	Information
Application Services Features	0.794	Reliable
Ease	0.849	Reliable
Security	0.886	Reliable
Customer Satisfaction	0.881	Reliable
Trust	0.892	Reliable

Source: Processed Primary Data (2025)

Based on table 5. value composite reliability each variable own mark above 0.7, so that can show that all variable is reliable.

#### Evaluation Inner Model

##### a. Coefficient Determination ( $R^2$ )

**Table 4. Values Coefficient Determination ( $R^2$ )**

Variables	R Square	R Square Adjusted
Customer Satisfaction	0.766	0.756
Trust	0.682	0.672

Source: Processed Primary Data (2025)

Based on the data in table 6, the influence of the variable application services features, Ease and security on customer satisfaction has a value of 0.766 so that the variable is able to explain 76.6%. Furthermore, the variables application services features, Ease and security on trust have a value of 0.682 so that this variable explains 68,2% while the rest is explained by other variables not examined in this study.

##### b. Predictive Relevance ( $Q^2$ )

Calculation results from Q-Square with General purpose of Stone-Geisser Q Square Test:

$$Q \text{ Square} = 1 - [(1 - R^2_1) \times (1 - R^2_2)]$$

$$= 1 - [(1 - 0.766) \times (1 - 0.682)]$$

$$= 0.926$$

Based on the calculation results above, the Q-Square value is 0.926 or 92,6% that the magnitude of the influence of the independent variable is 92,6%. These results can be concluded that this study has good Predictive Relevance.

##### c. Hypothesis Testing

##### 1) Testing Influence Direct

**Table 5. Hypothesis Test Results through Path Coefficient Bootstrapping Technique**

Variables	Original Sample(O)	T Statistics	P Values
X1. -> Y1.	0.102	1.494	0.138
X1. -> Z1.	0.140	1.662	0.100
X2. -> Y1.	0.096	1.024	0.308
X2. -> Z1.	0.323	4.237	0.000
X3. -> Y1.	0.047	0.556	0.580
X3. -> Z1.	0.502	6.360	0.000
Z1. -> Y1.	0.705	6.974	0.000

Source: Processed Primary Data (2025)

Based on the table results, value of <0.05 and a T statistic value of >1.96 so that several variable has a direct influence.

##### 1) Testing Indirect Influence

**Table 6. Indirect Test Results**

Variables	Original Sample(O)	T Statistics	P Values
X1. -> Z1. -> Y1.	0.099	1.642	0.104
X2. -> Z1. -> Y1.	0.228	3.373	0.001
X3. -> Z1. -> Y1.	0.354	4.321	0.000

Source: Processed Primary Data (2025)

Based on the results of the direct influence test table between variables, it can be explained has a significance value of  $<0.05$  and T statistic  $>1.96$  so that several variables have an indirect influence.

## CONCLUSION

Based on the results of data processing, the following conclusions were obtained: *that 1) application services features has no significant effect on trust 2) Ease has a significant effect on trust 3) security has a significant effect on trust 4) application service features has no significant effect on satisfaction 5) Ease has no significant effect on satisfaction 6) security has no significant effect on satisfaction 7) trust has a significant effect on satisfaction 8) application services features has no significant effect on satisfaction through trust 9) Ease has a significant effect on satisfaction through trust 10) security has a significant effect on satisfaction through trust.*

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