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THE IMPLEMENTATION OF *E-SERVICE QUALITY* AND *E-TRUST* IMPLEMENTATION ON THE DECISION TO USE STATISTICAL SERVICES AT BPS GARUT DISTRICT

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ABSTRACT
This study aims to determine and analyze how the implementation of *e-service quality* and *e-trust influences* the decision to use statistical services at BPS Garut Regency. Currently, there is still a gap between user satisfaction and expectations of service quality and data quality. In addition, in the user satisfaction survey, a number of symptoms were found that indicate user dissatisfaction. The steps are: The research method used in this research is a quantitative research method. Based on data obtained with a sample of 122 people. Sampling conducted in this study was using the Nonprobability sampling technique, the sampling method was carried out using the purposive sampling method. Data analysis was carried out using SPSS 2.6 Software Based on the results of the study, it showed that overall user responses regarding *e-service quality* and *e-trust* and the decision to use services were in the Good criteria, this indicates that the BPS Web meets the expectations of users and is able to carry out its duties well. Hypothesis testing results. shows that there is a positive influence *of e-service quality* and *e-trust* on the decision to use both partially and simultaneously. It is recommended that all users of statistical services be more active in utilizing digital services provided by BPS Garut Regency, increase the speed of response, ensure that customer questions or complaints will be answered quickly.
Keywords: ***E-service Quality, E-trust, Service Usage Decision***

1. Introduction

In today's digital era, electronic-based services (e-services) are one of the main solutions in improving the quality of public services (Choirunnisa et al., 2023). The Central Statistics Agency (BPS) of Garut Regency as a provider of statistical data has a strategic role in providing accurate and reliable information for the public, academics, the business world, and local governments. To improve the accessibility and effectiveness of services, BPS Garut Regency has implemented digital-based services to make it easier for users to obtain statistical data. However, the success of electronic-based services is highly dependent on the quality of service (e-service quality) and the level of user trust (e-trust) in the system used (Hayati et al., 2024).

E-service quality is a major factor in ensuring user comfort and satisfaction in utilizing digital services. The quality of electronic services can be measured through various aspects, such as ease of use, reliability, access speed, security, and system responsiveness to user needs (Ayuni et al., 2021). If the quality of services provided by BPS Garut Regency meets user expectations, then they are likely to continue to use the service repeatedly. Conversely, if the services provided are not optimal, for example, often experiencing technical

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problems or difficult to access, then users tend to be reluctant to use them again (Firmansyah et al., 2022).

In addition to e-service quality, user trust (e-trust) also plays an important role in the decision to use digital services. E-trust reflects the extent to which users believe that the services provided are reliable, safe, and will not misuse the data they provide (Asnaniyah, 2022). This trust can be influenced by various factors, such as information transparency, data security, and the institution's track record in providing credible services (Indayani et al., 20220. If users feel that the services provided by BPS Garut Regency are trustworthy, they will be more likely to use the services continuously.

Users' decisions in utilizing statistical services provided by BPS Garut Regency are not only influenced by technical aspects, but also psychological factors and their experiences in accessing these services. Ease of navigation, speed of response from service providers, and satisfaction in obtaining the required information are important aspects that can influence user perception (Latief & Dirwan, 2020). Therefore, understanding the relationship between e-service quality and e-trust on service usage decisions is crucial for the development of a digital-based public service system (Mulyanto, 2022).

The Central Bureau of Statistics is a non-ministerial government institution under the primary supervision of the president. BPS was established based on Law Number 6 of 1960 concerning the Census and Law Number 7 of 1960 concerning Statistics, and was formerly known as the Central Bureau of Statistics. Law Number 16 of 1997 concerning Statistics was enacted to replace both laws. Based on this law, the Central Bureau of Statistics legally changed its name to the Central Bureau of Statistics, which was followed by laws and regulations. Based on the Decree of the Minister of State Apparatus Empowerment No. 63 of 2003, service is the provision of excellent service to the community. This is a form of responsibility of government officials as public servants. Civil Service Law Number 43 of 1999 mandates Civil Servants (PNS) as government officials to provide professional services to the public. In their role as public servants, they are obliged to provide exemplary service to all individuals.

The quality of BPS Garut Regency services can be improved, in accordance with the hopes and needs of the community. Periodic evaluation and monitoring also need to be done to ensure that the innovations made to provide positive and effective results, so as to produce a real impact on the performance of BPS Garut Regency. As for consumer complaints seen from the user satisfaction index, the following are the service attributes provided by BPS Garut:

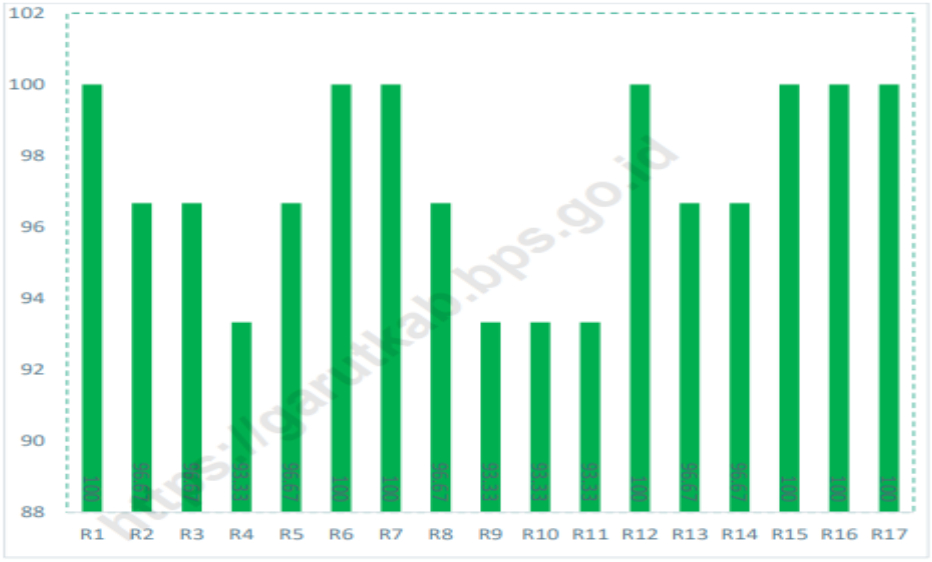

Figure 1.3 Percentage of Consumer Satisfaction at PST BPS Garut Regency Regarding PST Services According to Service Attributes, 2023

Source: garutkab.bps.go.id

Information:

R1: Service information is available
R2: Ease of service requirements
R3 : Ease of procedure
R4: Suitability of completion timeframe
R5 : Suitability of service costs
R6 : Conformity of service products
R7: Facilities and infrastructure (PST) come directly
R8 : Ease of data access through main facilities
R9 : Service officer response
R10: Clarity of information from online service officers
R11: Ease of complaint facilities
R12: Ease of complaint handling process
R13 : Non-discriminatory service
R14: There is no service outside the procedure/service fraud
R15: No acceptance of gratuities.
R16: There are no illegal levies (pungli) in services
R17 : No brokers

Based on Figure 1.3, it shows that overall those who are satisfied with the PST BPS Garut Regency service, however, many customers are still dissatisfied with the PST BPS Garut Regency service or the weight of consumer satisfaction in criteria R4, R9, R10, R11. Among them, the suitability of the completion period, the response of service officers, the clarity of information from online service officers, and the ease of complaint facilities.

Good category according to the Decree of the Minister of PAN No. KEP/25/M.PAN/2/2004, there is still a distance or gap between consumer satisfaction and expectations of service quality and data quality. In addition, in the user satisfaction survey, we found a number of symptoms that indicate user dissatisfaction,

including the following:

1. Low user satisfaction with the services provided, as evidenced by the fact that various types of data, including current period data, have not been updated according to user needs;
2. Data collected from BPS is different from data produced by other agencies;
3. Too much data is required to meet user needs.

However, although many studies have been conducted, there are several important aspects that are still not fully understood. Based on the explanation, the urgency of this research is important to ensure that statistical services at BPS Garut Regency not only meet quality standards, but are also able to build trust and attract more users to utilize the available services. Based on the explanation of the research background, it shows that this research has a problem formulation. The research problem is formulated as follows:

1. How do users perceive *E-Service Quality, E-Trust* and decisions of users of BPS Garut statistical services?
2. How Much Influence Does *E-Service Quality* Have on the Decisions of Users of BPS Garut Statistics Services?
3. How Big is the Influence of *E-Trust* on the Decisions of Users of BPS Garut Statistics Services?
4. How Big is the Influence of *E-Service Quality* and *E-Trust* on the Decisions of Users of BPS Garut Statistics Services?

2. Literature Review

E-Service Quality is a service provided by business actors. User experience and the ability of the service to run operations efficiently through electronic media affect the quality of electronic services (Muslim. 2-18). Quality is measured by comparing customer perceptions with their expectations in certain dimensions (Fitriani et al., 2023), According to (Prihatiningrum & Zuraidah, 2022) the dimensions of *E-Service Quality* are: *Tangibles* (Physical Evidence), *reliability* (Reliability), *responsiveness* (Responsiveness), *assurance* (Assurance), *empathy* (Empathy). *E-Trust* is the ability of a company to develop its business, because building trust in this online situation is quite difficult to implement in improving its business (Kartono & Halilah, 2018). *According* to Mayer, et al. (1995) in Nurmanah & Nugroho (2021) there are three dimensions consisting of: Ability , Benevolence , Integrity . Decision making is the process of choosing between the various options available. When service users are faced with various available choices, whether to make a choice or not, they can make a decision. Users make decisions all the time, all the time, without even realizing that they are the ones making the decision (Herlinawati & Krisnawati, 2021) the dimensions of user decisions consist of: *Performance expectancy, effort expectancy, social influence, facilitating Conditions.*

3. Research Methods

In this study, the method used is a quantitative research method. Quantitative research emphasizes objective results and uses statistical data processing to produce information in the form of numbers (Sugiono, 2020). Population and Sample, namely Garut Web Users who downloaded publications from BPS Garut Regency in June 2024, namely 220 email accounts. The sample for this study was taken using non-probability techniques. This sampling uses a purposive sampling method approach, a technique for selecting data sources by considering several things. BPS Garut Web Service Users are: Users who are willing to be Respondents, Male and Female users aged 17 years and over, Users who have visited and downloaded Publication data from

the BPS Garut website.

In this study, the population taken is statistical service users who visit the BPS Garut website every week in June 2024, with details of service users: week 1 totaling 49 people, week 2 totaling 66 people, week 3 totaling 48 people, week 4 totaling 57 people. After being added up, 220 people are the population that will be selected as samples. The number of samples in this study is 122 which is determined by the ISAAC and Michael formula where this formula is useful for determining the number of samples with an error tolerance of 10%. In this study, the researcher set a sampling error of 10% so that the number of samples is determined by the following formula:

$$S = \frac{\lambda^2 NP(1-P)}{d^2(N-1) + \lambda^2 P(1-P)}$$

Information:

S : Number of samples

λ2 : Chi square whose value depends on the price of freedom and the level of error. For degrees of freedom 1 and 5% freedom the price of Chi Square = 3.841. The price of Chi Square for 1% error = 6.634 and 10% = 2.706.

N : Population Size

P : High probability (0.5)

Q: Probability of being wrong (0.5)

D : The difference between the sample mean and the population mean.

The difference can be 0.01; 0.05 ; and 0.10.

Data collection techniques used to answer research questions are divided into two groups:

1. Primary data

This is information about the thesis subject collected directly from all respondents through questionnaires and direct interviews, if necessary to dig deeper into information for all BPS Garut Web users in 2024. Researchers use various approaches to conduct this research, including direct data collection through direct research on the subjects studied in the field: Questionnaires, Interviews

2. Secondary data

The research is supported and supplemented by data sources. This information is essential to complete the analysis of the research findings. The relevant data sources consist of books, journals, and additional library materials related to the research problem. Next, the research collected information using Google Spreadsheets distributed via e-mail. The questionnaire questions are classified as closed questions. Respondents were asked to choose from a range of available options. Each item included in the research variables can be used to create alternative answers to the questionnaire.

Analysis Method and Testing Method, in this study using descriptive research methods. The final score reflects the responses of all participants who filled out the questionnaire. The optimal score is the value that has the greatest weight, or all participants are considered to have chosen the answer with the next highest value:

The number of respondents was 122 people, with a maximum measurement scale of 5 and a minimum scale

of 1. The maximum cumulative value is 122 x 5 = 610, while the minimum cumulative value is 122 x 1 = 122. The minimum percentage value is (122:610) x 100% = 20%, while the range value is 100% - 20% = 80%. The presentation interval value is 16% which is divided into 5 measurement scales as follows:

No	Total Score	Criteria
1	20% - 36%	Very Bad
2	>36% - 52%	Not good
3	>52% - 68%	Enough
4	>68% - 84%	Good
5	>84% - 100%	Very good

Source: Umi Narimawati (2010:245)

In the verification processing using the SPSS version 26 computer program, which includes data quality testing, hypothesis testing, classical assumption testing, and multiple linear regression analysis.

4. Results and Discussion

4.1 Results

Based on the Recapitulation of All *E-Service Quality Variables,* it shows:

No	*E- Service Quality*	Skor Total	Skor Rata-	SKOR Ideal	%	Kriteria
1.	***Tangibles*** **(Bukti fisik)**	943	3,86	1220	77,3%	Baik
2.	***Reliability*** **(Keandalan)**	955	3,91	1220	78,3%	Baik
3	***Responsiveness*** **(Daya tangk**	943	3,86	1220	77,3%	Baik
4	***Assurance (Jaminan)***	948	3,89	1220	77,7%	Baik
5	***Empathy*** **(Empati)**	956	3,92	1220	78,4%	Baik
JUMLAH		4745	3,89	6100	77,8%	Baik

Source : Primary processing data 2025

Based on the recapitulation results, it shows that the results of user responses to the *E-Service Quality variable* , the total score obtained was 4745 from an ideal score of 6100 with an average score of 3.89. The results of the overall data collection regarding user responses to *E-Service Quality* can be seen from the score obtained in the Good criteria with 77.80%.

Based on the Recapitulation of All *E-Trust Variables:*

No	*E- Trust*	Skor Total	Skor Rata-	Skor Ideal	%	Kriteria
1.	**Kemampuan** ***(Ability)***	933	3,82	1220	76,48%	Baik
2.	**Kebaikan Hati** ***(Benevolence)***	908	3,72	1220	74,43%	Baik
3.	**Integritas** ***(Integrity)***	916	3,75	1220	75,08%	Baik
JUMLAH		2757	3,77	3660	75,33%	Baik

Source : Primary processing data 2025

Based on the recapitulation results, it shows that the respondents' responses to the E-Trust variable, the total score obtained was 2757 with an average score of 3.77. The overall results of data collection regarding consumer responses to the E-Trust PSD Application can be seen from the score obtained at 75.33%.

Based on the Recapitulation of All User Decision Variables

No	KEPUTUSAN PENGGUNAAN	Skor Total	Skor Rata-	Skor Ideal	%	Kriteria
1.	*Performance Expectancy*	956	3,92	1220	78,36%	Baik
2.	*Effort Expectancy*	934	3,83	1220	76,56%	Baik
3.	*Social Influence*	925	3,79	1220	75,82%	Baik
4.	*Facilitating Conditions*	955	3,91	1220	78,28%	Baik
JUMLAH		3770	3,86	4880	77,25%	Baik

Source: Primary processing data 2025

Based on the recapitulation results of the User Decision variable, the total score obtained was 3770 with an average score of 3.86. The overall data collection results regarding user responses on the BPS Web can be seen from the score obtained at 77.25%.

Based on the results of data processing and hypothesis testing using the SPSS 2.6 statistical method, several actions were taken to produce appropriate measurements for further analysis. Hypothesis testing results. shows that there is a significant positive influence of *E-service quality* and *E-trust* on the decision to use it partially or simultaneously.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t
1	(Constant)	10.150	1.507		6.734
	X1	.230	.073	.338	3.150
	X2	.511	.114	.483	4.502

a. Dependent Variable: Y

1. From the calculation results on the t-test results, the $_{\text{calculated t value}}$ is greater than the t $_{\text{table,}}$ which is 3.150 > 1.289 **.** So the hypothesis that states is that there is a significant positive influence between *E-Service Quality* and User Decisions.
2. T **.** value greater than the t $_{\text{table,}}$ which is 4.502 > 1.289. So the hypothesis states that there is a significant positive influence between *E-Trust* and User Decisions.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	653.883	2	326.942	99.428	.000[b]
	Residual	391.297	119	3.288		
	Total	1045.180	121			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the results of the Ano va test or F test, the F count value is 99.428 with df1 = 3-1 = 2 and df2 = 122-3 = 119, then it can be seen that Ftable = 3. 072429 and the sig probability value = 0.000. Because the F count value> Ftable value and the sig value (probability) 0.000 <α = 0.05, so that F-count> F-table means that H0 is rejected and H1 is accepted, meaning that there is a significant positive influence between the variables E-Service Quality and E-Trust, on the variables on User Decisions.

4.2 Discussion

This electronic service can influence user decisions in using or choosing the platform. Some key aspects of E-Service Quality that can influence user decisions include: Responsiveness: The platform's ability to respond to user requests quickly and efficiently. Reliability: Consistency and reliability of the services offered by the platform in meeting user needs. Assurance: Trust given to users regarding the security and quality of services provided. Empathy: The platform's ability to understand and respond to individual user needs personally. Tangibles: Physical or visual aspects of the platform that demonstrate the quality and professionalism of the service provider, for example: 1. The web routinely and periodically performs data maintenance on the server, performs data backups, changes, passwords, periodically, installation, firewalls, to maintain the confidentiality of consumer data and prevent malfunctions. 2. There is education through a Manual Book / Ebook guide so that users can be more helpful and easier for customers. 3. The web runs smoothly (not slow / server down), guaranteed 24-hour access availability can be used by customers for search activities. *E-Trust* is a crucial factor in influencing user decisions regarding the BPS website. By building trust based on capability, goodwill, and integrity, BPS can ensure that users remain loyal and rely on their services. To strengthen E-Trust, BPS can: Strengthen data security, Improve service responsiveness, Ensure accuracy and transparency in data presentation. Thus, trust in Internet services reflects user trust in electronic services, where web services are believed to be able to keep promises or provide user satisfaction, especially in relationships with business partners and in complex online situations. This study shows that *E-Service Quality* and *E-Trust* significantly influence user decisions in using the BPS website. Although both factors are important , *E-Trust* has a more dominant influence. Therefore, This is because trust is the basis of the relationship between online platforms and their users. Without trust, high-quality services will not be able to retain web users in line with research by Suseno, NS, Ingawan, DC, & Rosmayati, I. (2021) which states that the perception of trust significantly influences users. These results are supported by research Aulawi, H., Suseno, NS, & Abdullah, KH (2023). Trends in *E-Commerce And Social Media Research in Asia: Five Years of Scientometric and Content Analysis.* This analysis determines the trend of contributions in this field over five years of keyword content analysis discussing machine learning words related to *e-commerce* , social media, sentiment analysis, and purchase intent keywords related to online payment systems, *e-commerce platforms* , social media, and trust.

5. Conclusion and Suggestions

Conclusion

Based on the research results, here are some recommendations to improve user decisions in using the BPS website: Improving Security and Privacy: Use the latest security technologies such as data encryption and two-factor authentication (2FA), and create clear and clear privacy policies, improving Service Quality:

Reduce downtime and increase web loading speed, provide help services such as FAQs, live chat, or responsive customer service, building User Trust: Show security certificates or testimonials to increase credibility. Regularly inform us about the reliability and accuracy of the data provided, improving User Experience *:* Improve the interface to be more user-friendly. Provide advanced search features and easy-to-use data filters .

Suggestion

1. For Readers

   This research is expected to encourage all users of statistical services to more actively utilize the digital services provided by BPS Garut Regency.

2. For BPS

   E-Service Quality shows that all dimensions are classified as Good. However, the *Responsiveness dimension* needs to be improved again, considering the results of this dimension with the smallest average, it would be good for BPS to increase the speed of response in the future, ensure that customer questions or complaints will be answered quickly.

   E-Trust shows that all dimensions are classified as Good, in the integrity dimension it shows the smallest percentage, it would be good for BPS to increase the use of technology in the future to prevent data manipulation by using *blockchain- based technology* or a digital audit system to ensure that data cannot be changed without a clear trace, as well as increasing data security to avoid the risk of hacking or misuse.

   User decisions show that all dimensions are classified as good. However, *the social influence* dimension shows the smallest average, BPS is expected to strive to encourage public participation in participatory surveys, using digital methods such as online survey applications or platforms to involve the public in data collection, for example: data feedback with modern visualization and user-friendly platforms, provide reports or information to the public who have participated in the survey to increase their trust in BPS and simplify data access.

3. For Further Researchers

   Further research can use these recommendations to expand the scope and provide broader insights into the impact of BPS Garut web usage decisions to gain a broader understanding, by adding TAM (*Technology Accepted Model*), *Electronic Word of Mouth* (e-WOM), *Trust Propensity &\and Risk Perception variables* . So that it can deepen the aspects of usage decisions by considering technological, social, economic, emotional, and branding factors that influence user behavior.

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