

THE INFLUENCE OF E-SERVICE QUALITY ON USER SATISFACTION OF THE THREADS APPLICATION AMONG STUDENTS OF THE FACULTY OF SOCIAL AND POLITICAL SCIENCES

Cut Sukmawati¹, Khairani², Nanda Ameliany³, Maisyura⁴, Nursakinah Ritonga⁵

Business Administration Study Program, Faculty of Social and Political Sciences, Universitas Malikussaleh
E-mail: cutsukmawati@unimal.ac.id¹, khairani.220260077@mhs.unimal.ac.id², nanda.ameliany@unimal.ac.id³,
maisyura@unimal.ac.id⁴, nursakinahrtg@unimal.ac.id⁵

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Abstract

E-Service Quality is one of the important variables in shaping user satisfaction on social media, such as the Threads application. The purpose of this study is to examine the effect of E-Service Quality on User Satisfaction of the Threads Application among students of the Faculty of Social and Political Sciences, Malikussaleh University. This study uses a quantitative method with an associative research type. The research sample used in this study was 100 respondents selected using a non-probability purposive sampling technique. The collected data were analyzed using a simple linear regression test. Based on the results of the analysis, it is shown that E-Service Quality has a positive and significant influence on User Satisfaction of the Threads application with a t-value of 9.848 greater than the t-table of 1.98447 and a significance value of $0.000 < 0.05$, so H1 is accepted. The coefficient of determination (R^2) of 0.497 means that E-Service Quality significantly influences user satisfaction by 49.7%, while 50.3% is influenced by other factors outside the research variables.

Keywords: *E-Service Quality, User Satisfaction, Social Media.*

INTRODUCTION

The emergence of information technology has contributed to the transformation of people's patterns of communication using social media. An example is the social media app called Threads, which is an app developed by Meta Platforms Inc. The app makes it easy for its users to communicate with each other as well as post any information on it. Nevertheless, being a rather new application, there are different problems which prevent Threads from delivering quality services for its customers. According to user reviews on the Google Play Store and research findings, different problems can be observed when using the app, such as application performance issues, poor content loadings, system problems, and even unexpected crashes of the application. These facts suggest that the quality of electronic services offered by the app cannot fully meet the expectations of its users.

Electronic Service Quality (E-Service Quality) is one of the components that contribute in forming users' satisfaction toward electronic based services. As Zeithaml et al. (2005) explained in Efdison et al. (2024), Electronic Service Quality refers to the perception of a user on the quality of electronic services that can facilitate search for, interact with and deliver services effectively and efficiently. On the other hand, Doll & Torkzadeh (1988) argue that user satisfaction refers to a person's perception of the experience he or she gets from using an information system. It means that the higher the quality of electronic services that an application offers, the more satisfied users would be.

Many studies have been done on e-service quality on different kinds of e-services, including e-commerce, e-wallets, and online transportation. Nevertheless, studies regarding the influence of e-service quality on users' satisfaction in the Threads application are still considered less. According to research conducted by Aisya Fadhila (2024), users' perceptions on service quality in Threads are still far from optimal, while studies conducted by Fajri Muhammad Asyraf et al. (2025) and Wahyu Aditia Wardana (2025) tend to study users' satisfaction and intention to use the application. Thus, it is clear that there is still a gap in research regarding the influence of e-service quality on user satisfaction in the Threads application, especially for students.

Subjects of this research are students from the Faculty of Social and Political Sciences of Malikussaleh University because it is a community that actively uses social media as an instrument to get information and communicate. Prior to conducting a survey, it was found from 30 users of Threads that there are still concerns about usability, stability, functionality, and user satisfaction of the application. These circumstances form a basis for conducting the research of the influence of e-service quality on user satisfaction of the Threads application.

The purpose of this research is to examine the effect of E-Service Quality towards User Satisfaction of the Threads application by the students from the Faculty of Social and Political Sciences, Malikussaleh University. In order to solve this problem, a quantitative method was chosen with purposive sampling which had 100 respondents as the sample. Data was gathered by questionnaire and analyzed by Simple Linear Regression. The outcome of this study is expected to provide an empirical contribution to the development of research in electronic services quality in social media and as an input to the application developer in improving the quality of its service.

LITERATURE REVIEW

E-service quality or e-Service Quality is one of the most popular criteria, used for explaining how well the digital-based services meet customer requirements. Zeithaml et al. (2005) describe the term "e-Service Quality" as a characteristic of the electronic service which allows users to use digital media to perform operations related to gathering information, interactions, and other actions successfully and effectively. The main idea of e-Service Quality is that service quality should be assessed not only in terms of the results achieved by customers but also in terms of their experience of working with the system. In particular, it means that the efficiency, satisfaction, availability, and security of the system are all components of this category. In terms of social media applications, the e-Service Quality becomes especially important since it influences the level of user convenience while working with the application's functions and personal data safety.

User satisfaction is the assessment made by users as a result of comparing their experience of using the system with what they expected from it. As Doll and Torkzadeh (1988) explain, user satisfaction serves as an index for determining whether the implementation of an information system was successful, which is done using such parameters as content, accuracy, form, ease of use, and timeliness. During the usage of social media applications, satisfaction depends on not only how the information provided is delivered, but also the ease of its use, appearance of the interface, system speed, and how well it meets the user's needs. Thus, theoretically, e-service quality can be considered closely associated with user satisfaction.

There is a substantial body of literature focusing on the relationship between e-service quality and customer satisfaction, which has already been widely explored in the context of diverse e-services. In general, research shows that higher e-service quality leads to higher customer satisfaction. However, the objects of research are mainly e-commerce, e-wallets, and transportation services while there is not much consideration given to the nature of social media. Studies that particularly focused on analyzing the Threads application have also provided conflicting results. The study carried out by Aisya Fadhila (2024) used sentiment analysis method to assess the perceptions of the users about the Threads application and concluded that there are still various complains about ease of use, performance of the application, and user experience.

This study presents an assessment of the service quality perception, however, it has not explored yet the cause-and-effect relationship between e-service quality and user satisfaction. On the other hand, the study by Fajri Muhammad Asyraf et al. (2025) used the Expectation Confirmation Model to identify the factors that can affect satisfaction and continued usage intention for the Threads app. The study indicated that user satisfaction plays an important role in increasing continued usage intention. However, this study has not focused specifically on the influence of e-service quality. Finally, the study conducted by Wahyu Aditia Wardana (2025) indicated that Threads app usage impacts the satisfaction of students with their social interactions; however, the influence is relatively small.

It is evident that there is something that unites all of the papers in question: in all of them, user experience is considered an important element when it comes to the use of Threads application. Nevertheless, each study differs in terms of research areas, research methods applied, and research variables studied. It should be pointed out that most of the previous studies have focused on such aspects as user perceptions, user satisfaction, and social interactions, while there is still lack of studies related to the impact of e-service quality on user satisfaction with the Threads app. Also, the previous studies involved different respondents. Following the review of existing literature, this study recognized that there is a lack of research on the correlation between E-Service Quality and user satisfaction in the Threads application. In order to address this research gap, this study aims at examining the effect of E-Service Quality on user satisfaction in the Threads application of the Faculty of Social and Political Sciences, Malikussaleh University, through.

METHOD

Quantitative research design with the associative approach was used in this study. The respondents of 100 people were chosen by purposive sampling in which the criteria involved active students at the Faculty of Social and Political Sciences, Malikussaleh University that have used the Threads application within one to three months back. The research instrument was the questionnaire with five-level Likert scale. The data collection was done by distributing the questionnaire directly and through Google Form. The variable of e-service quality is identified from the dimension of efficiency, fulfillment, availability of system, and privacy, while the dimension of content, accuracy, format, easy to use, and timely is used for measuring the user satisfaction. IBM SPSS Statistics software was used in analyzing the data by performing the validity test, reliability test, classical assumption test, simple linear regression analysis, correlation coefficient, coefficient of determination, and t-test.

RESULTS AND DISCUSSION

Purpose of this study is to find the influence of e-service quality on satisfaction level of users with Threads app amongst the students of Faculty of Social and Political Science in Malikussaleh University. Before doing hypothesis testing, the data that were collected from 100 respondents were suitable for analysis and could be done using simple linear regression. Results of the simple linear regression analysis showed that the variable of e-service quality has regression coefficient of 0.819 and the significance level is 0.000 as it can be seen in Table 1. Positive regression coefficient means that increase in e-service quality will lead to the increase of user satisfaction with Threads app.

Table 1. Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.476	3.634		5.084	.000
TOTAL X	.819	.083	.705	9.848	.000

From the results of the test of hypotheses, the t value obtained was 9.848, which is higher than the t table value 1.98447 with a significance level of $0.000 < 0.05$. This shows that the research hypothesis is accepted, meaning E-Service Quality has a positive and significant impact on satisfaction with the Threads application. From the respondents' characteristics, it is clear that the largest number of the respondents were from Public Administration and Communication Studies program, with 31% each. The largest number of respondents were females (85%) and all were users of Threads, while those using it for less than one month were the largest number at 61%.

Table 2. ANOVA Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3028.868	1	3028.868	96.985	.000 ^b
Residual	3060.572	98	31.230		
Total	6089.440	99			

From the ANOVA test results in Table 2, the value of F was found to be 96.985 with a significance value of $0.000 (< 0.05)$. From this, it is clear that the regression model used is valid and significant in analyzing the relationship between E-Service Quality and the satisfaction level of the users of the Threads application. Therefore, the regression model can be used for testing.

Table 3. Model Summary

Model	R (Koefisien Korelasi)	R Square (Koefisien Determinasi)	Adjusted R Square	Std. Error Of The Estimate
1	0.705	0.497	0.492	3.121

From Table 3, it is evident that the value of R Square is 0.497, which means that 49.7% of the variance of Threads customer satisfaction can be attributed to the variable of E-Service Quality, while the rest 50.3% is affected

by other variables not considered in this study. From the study's results, it can be concluded that e-service quality has a positive and significant influence on user satisfaction for the Threads application. This is based on the regression test results where the significance value was recorded at 0.000 (<0.05) with a positive regression coefficient of 0.819. In addition, the coefficient of determination of 0.497 shows that 49.7% of variations in user satisfaction have been explained by e-service quality, while 50.3% has been influenced by other factors not included in this study.

The result from this study clearly shows the importance of e-service quality in terms of influencing user satisfaction for the Threads application. The greater the service quality as perceived by users such as ease of use, availability of the system, meeting users' needs, and security, the greater the degree of satisfaction. These findings concur with the theories of e-service quality by Zeithaml et al. (2005) and the concept of user satisfaction by Doll and Torkzadeh (1988), whereby service quality and system experience are considered as crucial determinants of user satisfaction. These findings are in line with those of Fajri Muhammad Asyraf et al. (2025), who found that user satisfaction influences the use of the Threads application, and also with those of Aisya Fadhila (2024) concerning the impact of service quality on the Threads application. However, unlike them, this study looks into the influence of e-service quality on user satisfaction among the students of the Faculty of Social and Political Sciences, Malikussaleh University. These findings show that an improvement in e-service quality may be one way to improve user satisfaction in the Threads application.

CONCLUSION

This study proves that E-Service Quality has a positive and significant effect on user satisfaction of the Threads application among students of the Faculty of Social and Political Sciences, Malikussaleh University. The better the quality of electronic services provided, the higher the level of user satisfaction in using the Threads application. This finding indicates that improving service quality, especially in aspects of efficiency, system availability, meeting user needs, and privacy protection, is an important factor in increasing user satisfaction. Future research is expected to examine other factors that influence user satisfaction to obtain a more comprehensive understanding of the use of the Threads application.

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