



The Effect Of User Experience, Ease Of Service, And Comfort Of Service On Return Visit Interest With User Satisfaction As An Intervening Variable

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ABSTRACT

This research investigates how user experience, service convenience, and service comfort affect revisit intention, with user satisfaction positioned as a mediating variable within the Legal Metrology Unit of Banyuwangi Regency. A quantitative method with an explanatory research design was applied to explore these relationships. The study population comprised 245 users or entrepreneurs, from which 152 respondents were purposively selected as the sample. Data analysis was carried out using Structural Equation Modeling (SEM) assisted by WarpPLS 8.0 software to test the proposed model and hypotheses. The results indicate that user experience, service convenience, and service comfort have an effect on user satisfaction and revisit intention. Furthermore, user satisfaction has an effect on revisit intention and mediates the influence of user experience, service convenience, and service comfort on revisit intention. These findings suggest that the more positive the user's experience, the more convenient and comfortable the service, the higher the satisfaction level, which in turn encourages users to revisit the service. Practically, the results provide implications for the management of the Legal Metrology Unit to maintain and enhance service quality through clear information, simplified procedures, improved physical comfort, and strengthened positive social interactions.

INTRODUCTION

Bureaucracy is considered a crucial instrument in a state, its presence unavoidable. Therefore, the state has established a state administration system aimed at serving the interests of its citizens, known as government bureaucracy. Bureaucracy, as a modern organization, whose basic concept was first developed by Max Weber, is an ideal form of rational organization entirely entrusted to government officials and subject to certain requirements for its functioning. Until now, bureaucracy has been perceived by the public as an organization that serves the

public, with negative stereotypes, including complicated processes for processing letters and other documents, being unfriendly, unfair, non-transparent, complicating and prolonging service, and so on. It is not wrong for the public to describe bureaucracy with such things because of the unpleasant experiences they have directly experienced, for example when obtaining ID cards, birth certificates, processing land certificates, obtaining passports, collecting levies, and so on. Public satisfaction is a central parameter in the effectiveness of public services. Suryani et al., (2020) emphasizes the importance of ease of use in improving services. Research Reza et al., (2020) shows that there is a significant relationship between ease of use and public satisfaction. Furthermore, (Purba et al., 2020) revealed that high satisfaction was caused by the ease of use of the services provided. While research (Puspita & Astuti, 2023), (Jayantri et al., 2021), (Lantang et al., 2021) also stated that perceived ease of use has a positive and significant effect on customer satisfaction. Ease of use can also increase customer satisfaction and loyalty (Zahara & Situmorang, 2022), (Sadewa et al., 2024). Customer satisfaction can also increase due to user experience, making it easier to use the services they encounter. User experience is the experience users have received with all forms of service applications they have encountered. Research conducted by (Amalia & Rahmadhany, 2023), (Amalia & Rahmadhany, 2023), (Krismiyanto et al., 2024), (Alfarabi & Pribowo, 2024) indicate that the customer experience is considered positive for the interest in revisiting visitors. Meanwhile, research by (Lestari et al., 2024) shows a relationship between brand experience and customer satisfaction. Furthermore, research conducted by (Perdana et al., 2024), (J. E. Pratiwi et al., 2024) shows that experience in using services can increase customer satisfaction and loyalty.

The convenience of using existing services will delight customers, which in turn will impact customer satisfaction, which ultimately leads to recommendations. The experience a person receives and feels from an event or in interpreting something can also be described as comfort or a sense of well-being. Customers will always seek out convenient services because they feel a sense of satisfaction. Research conducted by (Al Afsyah & Santosa, 2022), (Rahmat, 2021) indicate that comfort of service have a positive and significant effect on customer satisfaction. Meanwhile, the research results which state that comfort has an impact on loyalty were carried out by (Pratiwi & Pratomo, 2024) (Subiyantoro, 2021), (Rahmani, 2022). Further research by (Purnama, 2019), (Ramadhani, 2023), (Herman et al., 2023), (Triani et al., 2023) The results showed that service convenience had an impact on customer satisfaction and loyalty. Different results showed that service convenience had no impact on customer loyalty (Sutanto & Keni, 2020). The Office of Cooperatives, Micro Enterprises and Trade of Banyuwangi Regency is one of the agencies that provides direct services to the public related to re-calibration carried out by the Legal Metrology Unit. The Legal Metrology Unit of Banyuwangi Regency in carrying out re-calibration also still faces several obstacles, these are stated in the following service table 1.

Table 1. Recalibration Service User Data Measuring, Dosing, Weighing Tools and Equipment (UTTP)

No	UTTP Details	Application	
		2023	2024
1.	Electronic scales class II, class III and class IV (including bridge scales with a maximum capacity of 80 tons)	331	512
2.	Spring scales	6	7
3.	Balance Sheet	27	17
4.	Dacin	24	30
5.	Centesimal scales	44	84
6.	Incremental weight scale	2	5
7.	Anger table scales	3	1
8.	Fuel oil metering pump	429	565
9.	Weights as table scale equipment,	425	543

Source: Department of Cooperatives, Micro Enterprises and Trade, Banyuwangi Regency (2024)

The scope of the Legal Metrology Unit at the Banyuwangi Regency Cooperatives, Micro Enterprises and Trade Office covers the 9 (nine) UTTPs. Services related to re-calibration are carried out by directly coming to the community both in the market and for retail traders, while for companies to carry out re-calibration can submit a request to the Legal Metrology Unit. On the other hand, the implementation of re-calibration is not all carried out by the Office, but there are private parties who provide calibration services. This shows the fluctuating number of repeat users and still not all traders and companies carry out re-calibration as shown in Table 1. Responding to the findings of problems at the Banyuwangi Regency Legal Metrology Unit, researchers assume several important factors to determine what problems occur in the research object, the factors include user experience, ease of service, and service comfort towards repeat visit interest with user satisfaction as an intervening variable.

The researcher's assumption is also supported by the results of field observations and several feedback received through the suggestion box, as well as the results of public satisfaction measurements using the Public Satisfaction Index (IKM). Based on these findings, it can be seen that in terms of user experience, some people who have undergone re-verification expressed satisfaction with the friendly attitude of the officers and the clarity of the procedures, although some complained about the relatively long waiting times at certain periods. In terms of service convenience, there was appreciation for the re-verification hearing services at the market and sub-district office, which were considered easier for those who had difficulty coming directly to the office. However, on the other hand, some traders still admitted to not receiving timely information about service schedules. Meanwhile, in terms of service comfort, most users felt that the service location at the Legal Metrology Unit office was quite organized, clean, and had an adequate waiting room, although its capacity was limited when the queue was overflowing. The combination of these three factors consistent positive experiences, easy access to services, and a comfortable service atmosphere is strongly suspected to be a driving force for public interest in repeat visits, especially if supported by continuous improvements in user satisfaction.

Drawing from several earlier investigations, aspects such as customer experience, simplicity of service, and the level of convenience are identified as key elements affecting satisfaction and the intention to repurchase. The study conducted by Wahsil et al. (2023), which focused on digital retail settings, showed that customer experience strongly shapes satisfaction and nurtures loyalty. Similarly, research by Asri et al. (2022) on online shopping behavior confirmed that a positive experience creates stronger commitment from users. In addition, Ramadania et al. (2021), who examined e-commerce platforms, demonstrated that ease of service directly raises satisfaction, while Londa et al. (2022), in their research on mobile applications, found that simple features build user trust. Furthermore, Hafidz & Nabilah (2024) highlighted how marketplace convenience supports satisfaction, and Sayeti et al. (2022) added that effortless service use in e-commerce significantly improves user attitudes. Hence, positive experiences, simple access, and convenience consistently result in higher user satisfaction.

User experience is a crucial bridge in understanding the dynamics of public services. Kotler & Keller (2016) states that positive experiences not only lead to satisfaction, but also have the potential to increase the intention to use the service again. Lestari Research (2020), in several public service agencies, it was found that the quality of experience was strongly correlated with the level of satisfaction. Sabrina (2021) added that user experience is highly dependent on procedural management and the quality of human resources in the service process, which directly impacts public perception of the institution. Research by Wahsil et al. (2023) and Asri et al. (2022) found that user experience has a positive and significant influence on repurchase or revisit intentions, both directly and through user satisfaction. However, research by Zuhro et al. (2021) found that experience had no significant effect on e-money reuse intentions. This difference suggests that contextual factors may influence this relationship, such as service type

or user characteristics, which require further research to understand whether user experience is consistently a key factor in determining revisit intentions across industries.

Ease of service has been shown to be a key driver in enhancing satisfaction and building public trust. Ramadhani et al. (2023), who examined services in the public sector, eloquently expressed that the ease of access to services has a significant impact on people's judgment of service quality. Similarly, Nurdiansyah et al. (2022) emphasized that improvements in information technology-enabled services directly enable increased public satisfaction. Taking another stance, Firdaus & Himawati (2022) argued that ease of service acts as an attribute of definition, where public institutions are given a unique selling point relative to other providers. Various related studies continue to support this notion. For instance, Ramadania et al. (2021) and Sayeti et al. (2022) found that ease of service positively affects satisfaction and enhances repeat purchase intentions. However, a study by [author name] et al. (2021) reported contradictory results, stating that ease of use has no significant influence on repeat purchase behavior. These contradictions highlight the need for more research to clarify the extent to which ease of service affects loyalty in different industries.

Service convenience complements the user experience dimension in the public service ecosystem. Khotijah (2023) argue that convenience not only increases immediate satisfaction, but also has the potential to change people's views of service providers. Research by Nissa & Awan (2022) Several public service agencies identified that environmental comfort and interaction can improve perceptions of service quality. Kotler & Keller (2016) emphasizes the importance of physical environmental factors and polite interactions in creating deep psychological comfort. Service convenience is also an interesting factor to investigate further due to discrepancies in previous research. Hafidz & Nabilah (2024) and Sayeti et al. (2022) stated that service convenience has a significant influence on user satisfaction, which then increases repeat purchase intention. Conversely, research by Indrawati & Pattinama (2021) found that brand image and service convenience did not significantly influence repeat purchase intention for the Dana application, although customer satisfaction still played a role. This suggests that convenience may not be a primary factor in all services, necessitating further research into how service convenience influences repeat purchase intention across different service types and industry sectors.

Based on the mapping of previous research, it appears that, in general, user experience, ease of service, and service convenience have a positive and significant influence on user satisfaction and revisit intention, both directly and through satisfaction as a mediator. However, several empirically inconsistent findings exist, such as research by Zuhro et al. (2021) which showed that user experience had no significant influence on revisit intention to use e-money, research by an anonymous researcher (2021) which found ease of service was insignificant on revisit intention, and Indrawati & Pattinama (2021) which stated that service convenience had no significant influence on revisit intention to use the Dana application. These differences in results indicate the presence of contextual factors that influence the strength of the relationship between variables, such as service characteristics, user type, or differences in industry sectors. Therefore, the novelty of this research lies in re-examining this relationship in the context of public services in the legal metrology sector, which has been relatively rarely studied, while also providing empirical evidence of whether these three variables consistently influence revisit intention through user satisfaction in the local government service environment.

LITERATURE REVIEW

According (Tjiptono, 2020), satisfaction is a person's feelings toward a product or service after comparing its performance with their expectations. Customers will be satisfied with a product or service if their expectations exceed its performance. The same applies to public

satisfaction with public services: people compare the performance and expectations of the public service they experience.

According (Kotler, 2016), the desire to use or repurchase this product or service is an effort from customers who have used the product or service and they want to make a repeat purchase and they will even recommend using the product or service. User experience is a crucial factor in ensuring customer satisfaction. With the advancement of information technology, the use of applications has become an urgent matter for every service provider.

According to (Tjiptono & Candra, 2012), Experience is an event experienced by a service user, and can be a positive factor in determining which product or service to choose to meet their needs. Experience is also thought to provide satisfaction, which impacts the desire to reuse a service.

Ease of service is related to how fast and smooth the access and process is experienced by those who apply for the service. According (Tjiptono & Candra, 2012), Ease of service refers to the provision of service applications that are easily accessible to anyone using the service. Ease of public service refers to the ease of accessing public services provided by the government.

Comfort in service delivery relates to the extent to which a person requesting a service feels relaxed during the service process. This encompasses a range of elements, from physical comfort, such as a clean and comfortable location, to mental comfort, such as a friendly and stress-free relationship. According (Tjiptono & Candra, 2012), service convenience is the feeling of comfort customers experience when using a service that meets their needs. This service convenience must be maintained to impact customer satisfaction.

METHODS

Research Design

According to Sugiyono (2019), a research method is a scientific way to obtain data for specific purposes and uses. Scientific methods mean that research is based on scientific characteristics, namely rational, empirical, and systematic, with four main keywords: scientific method, data, objectives, and uses. In this study, a quantitative research method is used based on the philosophy of positivism, with application to a specific population or sample, sampling is generally carried out randomly, and data analysis is statistical to test the hypothesis. This study combines a descriptive approach, which functions to describe phenomena without drawing broader generalizations, and a verification approach, which is used to determine the relationship between two or more variables. Through this approach, the relationship between user experience, ease of service, and service convenience on user satisfaction and repeat visit interest at the Legal Metrology Unit of Banyuwangi Regency can be analyzed comprehensively.

Population and Sample

Population is defined as the entire subject or object of research that has certain characteristics to be studied (Sekaran, 2013). In this study, the population used was all users of the Banyuwangi Regency Legal Metrology Unit in 2024, totaling 245 people. The sample, as a representative part of the population, was determined using the Slovin formula with a 5% error rate, resulting in 152 respondents.

The Slovin formula is used when the population behavior is not yet known with certainty and the number is relatively large, so that an efficient but still representative sample size is required. The sampling technique used was purposive sampling, namely a technique for determining respondents based on certain criteria relevant to the research objectives. The criteria set were that respondents had submitted a request for re-calibration services and had received re-calibration services at least once. With this technique, the data obtained is expected to be more relevant and in-depth according to research needs (Sugiyono, 2019).

Descriptive Analysis

Descriptive analysis is a statistical method used to describe or depict collected data as is without the intention of drawing general conclusions (Sugiyono, 2019). In this study, descriptive analysis was conducted to obtain an overview of the variables of user experience, ease of service, service comfort, user satisfaction, and intention to revisit the Legal Metrology Unit of Banyuwangi Regency. This process involves compiling a frequency distribution table, calculating minimum and maximum index values, determining intervals, and grouping respondents' scores into categories of very good, good, sufficient, less, or poor. In addition, the average (mean) and standard deviation values are used to indicate the tendency of respondents' answers. Thus, descriptive analysis not only presents data systematically and accurately, but also facilitates the interpretation of results that can be scientifically accounted for (Narimawati, 2013).

Hypothesis Testing with SEM-PLS

Hypothesis testing in this study employed the Partial Least Square (SEM-PLS) method using the WarpPLS 8.0 software, which is considered appropriate for predictive and exploratory research purposes (Mahfud Sholihin & Ratmono, 2013). The testing process was carried out in two stages: the outer model and the inner model. The outer model examines the relationship between indicators and their latent constructs by assessing convergent validity, discriminant validity, and composite reliability. An indicator is deemed valid if its loading factor is ≥ 0.70 , although at the preliminary stage of analysis, values between 0.50–0.60 are still acceptable. Meanwhile, the inner model evaluates the relationships among latent variables using R-square, Q-square, t-test, and the significance of path coefficients. A model is considered to have predictive relevance when the Q-square value is greater than 0, while hypotheses are accepted if the p-value is below 0.05.

RESULTS

Validity and Reliability Test

The validity test results using loading factors indicate that all items from each construct have values above 0.70, thus all variables, namely experience, ease of service, service convenience, user satisfaction, and revisit intention, can be said to be valid. Meanwhile, for the reliability test, the analysis results show that the Cronbach's alpha value is above 0.70, thus indicating that all constructs are reliable.

Inner Model Evaluation

Calculation of the Direct Influence Path Coefficient

The values of the path coefficients obtained from the analysis are presented in the following table 2 below.

Table 2. Value of the Direct Influence Path Coefficient

No	Hypothesis	Path coefficients	P values	Information
1	Experience → Satisfaction	0.172	0.014	Support
2	Ease to Use → Satisfaction	0.409	0.001	Support
3	Comfort → Satisfaction	0.415	0.001	Support
4	Experience → Interest in repeat visits	0.262	0.019	Support
5	Ease to Use → Interest in repeat visits	0.203	0.005	Support
6	Comfort → Interest in repeat visits	0.191	0.007	Support
7	Satisfaction → Interest in repeat visits	0.635	0.007	Support

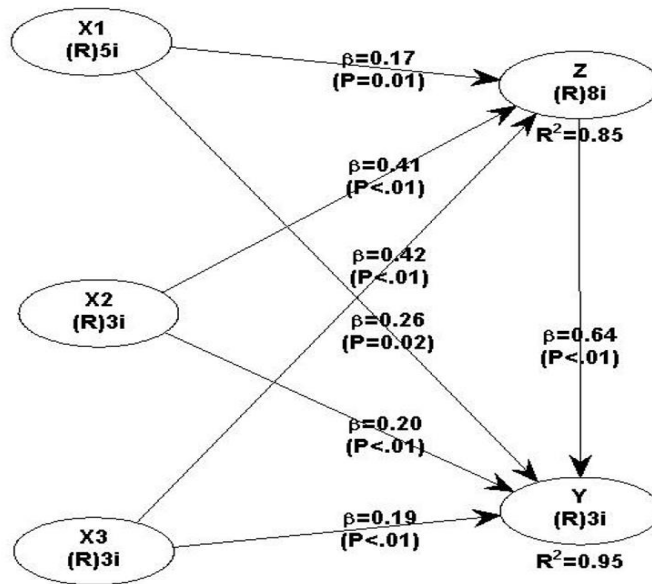
Indirect Influence Path

The results of the analysis show that the indirect effect of the experience variable (X1) on user repeat visit interest (Y) through the mediating role of user satisfaction (Z) is 0.110, which is smaller than the direct effect of experience (X1) on repeat visit interest (Y) amounting to 0.262. Meanwhile, the ease to use variable (X2) has an indirect effect on repeat visit interest (Y) through user satisfaction (Z) of 0.260, which is greater than its direct effect on repeat visit interest (Y) of 0.203. Similarly, the service convenience variable (X3) also shows a stronger indirect effect on repeat visit interest (Y) through user satisfaction (Z) of 0.264 compared to its direct effect of 0.191. These findings indicate that user satisfaction plays an important mediating role, particularly in strengthening the influence of service convenience variables, while for the experience variable, its direct effect remains more dominant in encouraging users' intention to revisit.

Hypothesis Model

Hypothesis testing is based on the results of the SEM PLS model analysis containing all supporting variables for the hypothesis test. The PLS model with the addition of the user satisfaction variable as a mediating variable explains that the addition of the variable will provide an additional contribution as an explanation of user revisit interest.

Figure 2. Hypothesis Model



DISCUSSION

The Effect of Experience on User Satisfaction

Based on the results of the first hypothesis test, it was concluded that experience significantly influences user satisfaction of the Banyuwangi Regency Legal Metrology Unit, thus H1 was accepted. This indicates that the better the experience experienced by business actors in utilizing the service, the higher their level of satisfaction. Experience is one of the important factors that determine the quality of user interaction with the service, because a positive experience can foster a sense of trust and comfort in receiving the service.

The user experience encompasses cognitive, emotional, physical, sensory, and social aspects, with the majority rating service information and procedures as easy to understand, staff providing friendly and respectful service, facilities and room layout supporting comfort, a safe service atmosphere, and positive social interactions further strengthening positive perceptions

of the service. Respondent characteristics indicate that the majority were male (69.7%), aged 36–45 years (52.0%), and had a high school education (46.7%) and a bachelor's degree (35.5%). This profile reflects the dominance of business actors in the productive age group with sufficient experience in accessing public services, thus the assessments provided reflect relatively objective and relevant perceptions. The combination of good service quality and user demographic characteristics directly contributes to high levels of satisfaction and potential repeat visits.

These results align with various previous studies. Asri et al. (2022) found that customer experience positively influences satisfaction, which then increases repurchase intention. Ryansa et al. (2023) also demonstrated that consumer experience plays a crucial role in driving user satisfaction in digital services. Similar findings were expressed by Wahsil et al. (2023) and Sari et al. (2023), who stated that consumer experience significantly contributes to satisfaction, which in turn influences repurchase intention. Thus, this study strengthens empirical evidence that a quality experience is key to creating user satisfaction in public services.

The Effect of Ease of Service on User Satisfaction

Based on the results of the second hypothesis test, it was found that ease of service significantly influenced user satisfaction at the Banyuwangi Regency Legal Metrology Unit, thus H2 was accepted. This indicates that the easier a service is to access, understand, and obtain, the higher the level of satisfaction experienced by business actors or service users. Ease of service is a crucial aspect because it is directly related to the effectiveness, efficiency, and convenience in obtaining public services.

Based on its indicators, ease of service encompasses affordability, availability of access, and ease of obtaining services. Respondents assessed that the Legal Metrology Unit's services were easy to learn and operate, accessible whenever needed, and obtained without significant obstacles. Respondent characteristics indicate that the majority were male (69.7%), aged 36–45 years (52.0%), and had a high school education (46.7%) and a bachelor's degree (35.5%). This profile illustrates the dominance of business actors in their productive age who are accustomed to dealing with public services, so that ease of procedures, speed of service, and transparency of processes are highly appreciated factors. These results are in line with research showing that ease of service can increase customer satisfaction (Al Afsyah & Santosa, 2022), (Rahmat, 2021).

The Influence of Service Convenience on User Satisfaction

Based on the analysis of the third hypothesis, it was concluded that the level of service convenience has a significant impact on user satisfaction at the Legal Metrology Unit of Banyuwangi Regency, so H3 is accepted. This finding is in line with the results of research which states that service convenience can increase customer satisfaction because they feel that the services they have been using are very convenient and can help solve problems (Jayantri et al., 2021; Lantang et al., 2021; Puspita & Astuti, 2023; Sadewa et al., 2024; Zahara & Situmorang, 2022).

The Influence of Experience on User Revisit Interest

Based on the analysis of the fourth hypothesis, it was revealed that experience significantly impacts the willingness of users of the Banyuwangi Regency Legal Metrology Unit to revisit. Therefore, hypothesis H4 is accepted. This finding aligns with research that suggests that user experience with previously used services can lead to repeat purchases (Alfarabi & Pribowo, 2024; Amalia & Rahmadhany, 2023; Krismianto et al., 2024; Lestari et al., 2024; Malau & Purba, 2020; Perdana et al., 2024; J. E. Pratiwi et al., 2024).

Effects of Ease of Service on User Revisit Interest

Based on the analysis of the fifth hypothesis, it can be concluded that service accessibility has a significant impact on the intention to revisit the Banyuwangi Regency Legal Metrology Unit,

thus H5 is accepted. This is in line with research stating that ease of use can encourage customers to purchase services they have previously used because they are very easy to use (Jayantri et al., 2021; Lantang et al., 2021; Puspita & Astuti, 2023; Sadewa et al., 2024; Zahara & Situmorang, 2022).

Effects of Service Convenience on User Revisit Interest.

The results of testing the sixth hypothesis show that the level of comfort in service has a significant impact on the user's intention to return to the Banyuwangi Regency Legal Metrology Unit, so H6 is considered accepted. The findings of this study are consistent with earlier research showing that convenience strongly influences satisfaction and behavioral loyalty. Nissa and Awan (2022) found that convenient airport facilities enhance passenger satisfaction and encourage repeat purchase intention. In the context of digital finance, Khotijah (2023) highlighted that convenience and security in Islamic banking services play a crucial role in shaping satisfaction and loyalty. Similarly, Hafidz and Nabilah (2024) confirmed that convenience in marketplace services significantly increases satisfaction, which in turn strengthens repeat purchase intention. Taken together, these studies provide strong empirical support that convenience is a decisive factor in driving repeat purchase intention, including among users of the Banyuwangi Regency Legal Metrology Unit.

Effects of User Satisfaction on User Revisit Intention

Based on the results of the seventh hypothesis test, it was concluded that user satisfaction significantly influences the intention to revisit the Legal Metrology Unit of Banyuwangi Regency, thus H7 was accepted. This indicates that the higher the level of satisfaction felt by business actors or service users, the greater the likelihood of them returning to use the service in the future. From a consumer behavior perspective, satisfaction is a psychological factor that forms the basis for loyalty, both in the form of intention to return and recommendations to others.

When viewed from its indicators, satisfaction encompasses clear requirements, focused procedures, timely completion, reasonable costs, appropriate service quality, staff competence, friendly service behavior, and a responsive complaint mechanism. All of these indicators form a holistic experience that influences users' positive perceptions of service quality. When users are satisfied, they are intrinsically motivated to continue using the service and become informal promoters, introducing the service to others.

The results of this study are supported by Asri et al. (2022), who found that customer satisfaction plays a significant role in increasing repurchase intention. A similar finding was conveyed by Hafidz and Nabilah (2024), who confirmed that marketplace customer satisfaction significantly drives repurchase intention. Meanwhile, research by Khotimah and Astuti (2022) also showed that visitor satisfaction at tourist attractions is a key variable linking accessibility to revisit intention. Other studies that also discuss the problem of the relationship between satisfaction and loyalty include: (Fahmi et al., 2020), (Iriyanti et al., 2016), (Qomariah, 2012), (Sanosra et al., 2022), (Qomariah et al., 2020), (Purnomo et al., 2023), (Syifak et al., 2022), (Qomariah et al., 2021), (Nikmah et al., 2022), (Heidy, 2022), (Soliha et al., 2019), (Maimunah, 2020). Thus, these research results strengthen empirical evidence that satisfaction is a key determinant in shaping repeat visit intention among users of the Banyuwangi Regency Legal Metrology Unit.

The Influence of Experience on User Revisit Interest through User Satisfaction

Based on the eighth hypothesis, comfort influences user revisit intention through user satisfaction. After testing and data analysis, the results obtained stated that discipline influences user revisit intention through user satisfaction of business actors or users of the Banyuwangi Regency Legal Metrology Unit service, which is proven true or H8 is accepted. The test results indicate that there is an indirect influence from experience (X1.) on the variable of user repeat

visit interest (Y) through the intervening variable of user satisfaction (Z) of 0.110, which is smaller than the direct influence of the experience variable (X1) on the variable of user repeat visit interest (Y), which is 0.262.

This indicates that user satisfaction acts as a partial mediator in the relationship between service convenience and repeat purchase intention. This means that while service convenience can directly increase repeat purchase intention, some of its influence is also channeled through increased user satisfaction. Thus, satisfaction is a significant factor strengthening the relationship between convenience and user loyalty, although its indirect influence is smaller than its direct influence.

This finding is consistent with research by Khotimah and Astuti (2022), which asserted that satisfaction can be a mediating variable in the relationship between service factors and repeat purchase intention. Similar support was also found in studies by Asri et al. (2022) and Hafidz and Nabilah (2024), which revealed that satisfaction plays a crucial role as a bridge between experience and comfort and repeat purchase intention. Therefore, the results of this study strengthen empirical evidence that, in the context of the Banyuwangi Regency Legal Metrology Unit, the comfort experienced by users not only has a direct impact but also increases their satisfaction.

The Influence of Ease of Service on User Revisit Interest through User Satisfaction

Based on the ninth hypothesis, ease of service influences the intention to revisit users through user satisfaction. After testing and data analysis, the results obtained stated that ease of service influences the intention to revisit users through user satisfaction of business actors or users of the Banyuwangi Regency Legal Metrology Unit service, which is proven true or H9 is accepted. The test results show that there is an indirect influence of the ease of service variable (X2) on the intention to revisit users (Y) through the intervening variable User satisfaction (Z) of 0.260, which is greater than the direct influence of the ease of service variable (X2) on the intention to revisit users (Y) of 0.203.

These results indicate that user satisfaction acts as a full mediator in the relationship between service ease and revisit intention. This means that while service ease has a direct influence on revisit intention, the greatest contribution is channeled through increased user satisfaction. Therefore, the easier the service is to access and use, the higher the perceived satisfaction, and in turn, the stronger the user's drive to return to the Banyuwangi Regency Legal Metrology Unit.

These findings align with research by Firdaus and Himawati (2022), which showed that perceived ease of use significantly influences satisfaction, which in turn drives user loyalty. Research by Nurdiansyah et al. (2022) and Ramadania et al. (2021) also confirmed that ease and convenience of service access significantly influence satisfaction, which in turn impacts reuse intentions. Therefore, this study strengthens empirical evidence that, in the context of public services, ease of use not only creates a direct positive experience but also strengthens repeat visit intentions through user satisfaction.

The Influence of Service Convenience On User's Interest in Repeat Visits through User Satisfaction

Based on the tenth hypothesis, service comfort influences user revisit interest through user satisfaction. After testing and data analysis, the results obtained state that service comfort influences user revisit interest through user satisfaction of business actors or users of the Banyuwangi Regency Legal Metrology Unit service is proven true or H10 is rejected. The test results show that there is an indirect influence of the service comfort variable (X2) on user revisit interest (Y) through the intervening variable User satisfaction (Z) of 0.264, which is greater than the direct influence of the service comfort variable (X2) on the user revisit interest variable (Y) which is 0.191.

These results indicate that although there is a statistically indirect effect of service convenience on revisit intention through user satisfaction, hypothesis H10 is rejected because the mediation effect does not meet the established significance criteria. Thus, user satisfaction is not proven to significantly mediate the relationship between service convenience and revisit intention. This indicates that service convenience has a more dominant direct effect on revisit intention, although the contribution of the indirect effect appears to be greater.

These findings differ from several previous studies, such as those by Nissa and Awan (2022) and Hafidz and Nabilah (2024), which asserted that comfort can increase satisfaction and, in turn, strengthen return intention. However, the results of this study provide the perspective that, in the context of the Banyuwangi Regency Legal Metrology Unit, users perceive comfort as a direct factor driving return intention, without being significantly influenced by overall satisfaction levels. This emphasizes the importance of consistently maintaining the physical and psychological aspects of comfort to continue to attract repeat users.

CONCLUSION

Based on the research findings in Chapter 4, it was concluded that experience, ease of service, and service convenience each had a positive and significant effect on user satisfaction of business actors or users of the Banyuwangi Regency Legal Metrology Unit. These results strengthen empirical evidence that these three variables are important factors in creating user satisfaction. Furthermore, experience, ease of service, and service convenience also had a positive and significant effect on user revisit intention. User satisfaction itself was proven to be a determining factor in increasing revisit intention, while also acting as a mediating variable that strengthens or weakens the relationship between the independent variables and revisit intention. The analysis of indirect effects showed that experience and service convenience had a greater indirect effect than their direct effect on revisit intention through user satisfaction, while for the variable of service convenience, the direct effect was greater than its indirect effect. These findings confirm that user satisfaction is a key element that can maximize the positive effect of service quality on user loyalty.

Based on these conclusions, the theoretical suggestion that can be given is to use this research as a reference in developing a model of the relationship between experience, ease, convenience of service, user satisfaction, and repeat visit intention, especially in the public service sector. Future research is suggested to expand the object to other public service units, and add other variables such as trust or perceived value for a more comprehensive analysis. Practically, the Legal Metrology Unit of Banyuwangi Regency needs to maintain its superior aspects such as staff friendliness, service security, affordability, reasonable rates, and complaint handling, and improve relatively low indicators such as social interaction, availability of access, cleanliness, procedures, and service promotion. From a policy perspective, the local government through the Office of Cooperatives, Micro, Enterprises, and Trade is suggested to establish measurable service standards based on user satisfaction, and strengthen the complaint system and periodic evaluation, so that service quality improvements can be carried out in a sustainable and targeted manner

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