INCREASE PUBLIC TRUST WITH INTERACTION QUALITY AND OUTCOME QUALITY THROUGH SATISFACTION AND SOCIAL MEDIA

Risma RAUETA[1], Agus David RAMDANSYAH[2], Hayati NUPUS[3]

[1,2,3]Faculty of Economics and Business of Sultan Ageng Tirtayasa University, Indonesia

Corresponding author: Risma Raueta

E-mail: rismaraueta@gmail.com

Abstract:
This research aimed to develop a basic theoretical model and a new empirical one to resolve the gap in previous research results regarding the role of Interaction Quality and Outcome Quality on Public Trust through Public Satisfaction and social media. This research uses descriptive and explanatory quantitative methods. The population in this study are people in Serang City with social media accounts aged 15 - 64 years who have experienced or received public services from BNN Banten Province. The sampling technique in this study used a non-probability sampling technique, namely the purposive sampling method. The data analysis technique uses Partial Least Square (PLS) with SmartPLS software. The results of the study are known: Interaction quality has a positive and significant effect on public trust; Interaction quality has a positive and significant effect on public satisfaction; Outcome quality has a positive and significant effect on public trust; Outcome quality has a positive and significant effect on public satisfaction; Public satisfaction has a positive and significant effect on public trust; Social media has a positive and significant effect on public trust; Social media moderates the effect of interaction quality on public trust.

Keywords: Quality of Interaction, Quality of Results, Public Satisfaction, Social-Media, Public Trust

INTRODUCTION

One of the performances produced by the public sector is public trust. The level of public trust in government institutions is based on the expectations and demands of the community to get quality services, especially health and a sense of security. Realizing the importance of this, BNN seeks to maintain public trust and participation. BNN makes integrated and comprehensive efforts and balances the soft, complex, and intelligent power approaches and cooperation as the leading sector in overcoming drug problems. In the Public Trust Index Report on BNN, there was a decrease in the level of public trust in the Banten Province BNN by 2.48 in 2023 (86.84) compared to 2022 (89.32). It is necessary to conduct studies on improving public sector services to increase public trust. This research focuses on service quality (interaction and outcome quality), public satisfaction, social media, and public trust.

Public trust in government can be one of the essential factors for the legitimacy and the functioning of the government system that encourages citizens not only to comply with laws and regulations but also to cooperate with the government (Park et al., 2016). Trust in government reflects "a person's rational or affective belief in the motivation and performance capacity of another party that is good," in this case, the government (Porumbescu, 2016). Research (Qin et al., 2009; Wang & Chen, 2016; Lanin & Hermanto, 2019) uses indicators of honesty, integrity, competence, consistency, and good moral qualities as indicators to reflect trust.
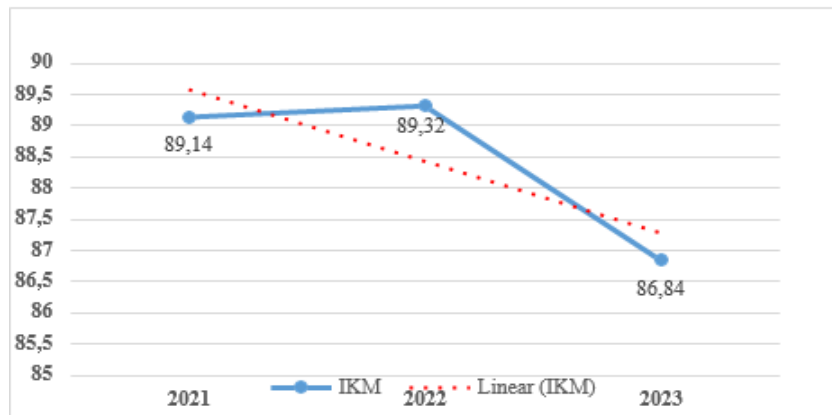
Data source: Report on the Index of Public Trust in BNN
Figure 1. Public Trust Index for BNN in Banten Province

Interaction quality is the interaction between customers and staff during the service on the customer's overall perception of service quality (Glaveli et al., 2023). Research Wang (2019), uses indicators of attitude, behavior, expertise, problem-solving, and information. Service-oriented organizations need to ensure the attitude and expertise of service personnel who can provide good service to customers because it will affect customer evaluations regarding interactions with service providers (Purwati et al., 2023). Research conducted by Lee (2014), found that interaction quality significantly affects trust. Service employees' interpersonal experience and consistent quality are essential in terms of service.

H1: The better interaction quality, the more public trust increases
H2: The better interaction quality, the more public satisfaction increases

Outcome quality is defined as what customers receive after the service process is delivered and the buyer-seller interaction is complete (Keshavarz & Jamshidi, 2018). Outcome quality reflects actual service and is a determining factor in assessing service quality. Research conducted by Lien et al. (2014) shows that interaction and outcome quality positively affect patient trust in the original hospital.

H3: The better outcome quality, the more public trust increases
H4: The better the outcome quality, the more public satisfaction increases.

Public satisfaction is defined as one or more experiences with services (goods, processes, or programs) provided by government bureaucracies or institutions (Morgeson, 2014). Public satisfaction is an essential measure in assessing the quality of services provided by institutions (Oliver, 2014). Customer satisfaction is also hypothesized to be an antecedent of customer trust (Boonlertvanich, 2019). Research Lanin and Hermanto (2019), shows that public satisfaction significantly affects trust.

H5: The more public satisfaction increases, the more public trust increases.

Social media is defined by its browser-based, cloud-located, mobile-compatible nature and predominantly copyright-compatible structure. It enables users to contribute content in an environment with limited control over data or access (Evans, 2018). The study Porumbescu (2016), revealed that social media positively affects trust in government. It was explained that the public sector is now capable of disseminating information in large quantities at a low cost and that there is a correlation between transparency and the level of trust in the government.

H6: The better the social media, the more public trust increases.
H7: The better the quality of interaction, the more public trust moderated by social media.

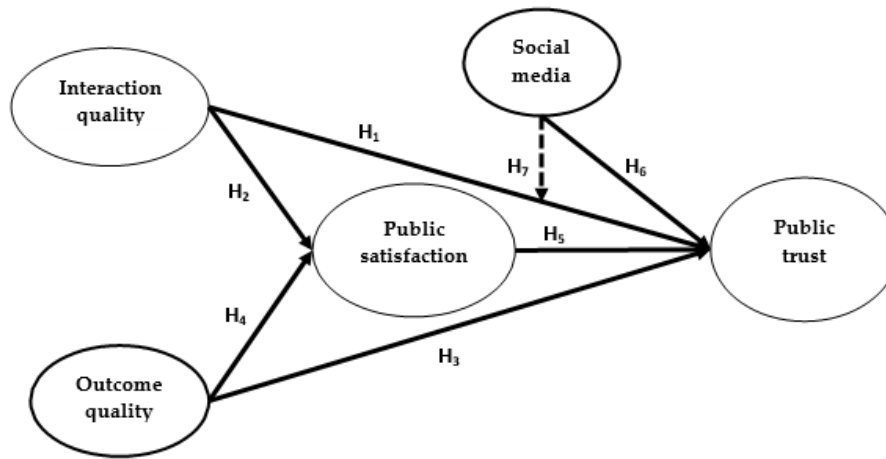The conceptual framework of the research is described as follows.

Figure 1. Research Thinking Framework

METHODS

The respondents in this study are residents of Serang City between the ages of 15 and 64 who have previously utilized public services provided by the BNN Provincial of Banten and possess an active social media account. The sample size was determined based on a range of 5–10 times the number of variables under analysis (Ferdinand, 2014). This study's data were distributed through a questionnaire (Dananjaya et al., 2023). In order to determine the data quality test, which comprises validity and reliability testing, this research instrument must be tested (Nupus, 2022). A scale of 1 to 10 is used, with 1 denoting strong disagreement and 10 denoting excellent agreement. This scale was chosen because it has a wide range, which allows us to see the respondents' distribution or variance (Ramdansyah, 2017).

The sample for this study was selected using non-probability sampling with the accidental sampling method. The data analysis technique employed in this study was partial least squares structural equation modeling (PLS-SEM), which was analyzed using the Statistical Package for the Social Sciences (SPSS) for instrument testing.

RESULT AND DISCUSSION

Validity and Reliability Test. The validity test results are displayed in Table 1, showing the values generated by the construct interaction quality, outcome quality, and public satisfaction. Public trust has met the convergent validity standard because the loading factor value is more significant than 0.7 (Ghozali, 2021). Thus, the 25 construct indicators used in the research are valid.

Table 1. Validity Test Results

Variable	Indicators	Loading factors
Interaction quality	KI1. Service personnel are alert	0.892
	KI2. Service officers behave in a friendly manner	0.902
	KI3. Service personnel have expertise	0.889
	KI4. Service officers can handle obstacles	0.886
	KI5. Service personnel provide accurate information	0.877

Outcomequality	KH1. The service process can be completed following the promised time	0.916
	KH2. Service personnel provide tangible evidence of the results of the service	0.883
	KH3. Service personnel serve well to get good valence	0.796
	KH4. Services provided by officers are accurate	0.913
	KH5. Service results provided do not require a long time	0.875
Public satisfaction	KSP1. Provide services that follow the needs	0.872
	KSP2. Pleasant experience receiving services	0.755
	KSP3. The right choice to use the service	0.871
	KSP4. Service was delivered impressively	0.885
	KSP5. The service I received I would recommend	0.882
Social media	MS1. The uploaded news content is factual	0.892
	MS2. The information uploaded is diverse	0.911
	MS3. The information uploaded is accurate	0.937
	MS4. Information uploaded on social media is easy to understand	0.872
	MS5. There are access links to other information on social media accounts	0.866
Public trust	KCP1. Service personnel have honesty	0.892
	KCP2. Service personnel have integrity	0.917
	KCP3. Service personnel have appropriate competence	0.897
	KCP4. Service officers show consistency in providing services	0.915
	KCP5. Service personnel have good moral qualities	0.897

The reliability test results in Table 2 show the Cronbach's Alpha value. The research results show that the CR value of each construct is equal to and above 0.7 (Ghozali, 2021). It means that all indicators consistently reflect the same latent construct.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha
Interaction quality	0.934
Outcome quality	0.925
Public satisfaction	0.907
Social media	0.938
Public trust	0.944

The R-square value of the public satisfaction variable is 0.793, and the public trust variable is 0.812. So, the output results above show that the R-square value for the public satisfaction public trust variable is in the high category. This means that the variation in changes in public satisfaction of 79.3% contributes to changes in the quality of interactions and results. In comparison, the

remaining 20.7% contributes to other variables not analyzed in this research model. Then, the R Square value of public trust is 0.812, which means that the variation in changes in public trust of 81.2% contributes to changes in interaction quality, outcome quality, public satisfaction, and social media. At the same time, the remaining 18.8% is a contribution from other variables not analyzed in this study.

The test results prove that this research model has met the requirements and is suitable for further analysis because each dependent variable studied has an R-square value greater than 0.10. The next stage is the hypothesis testing stage.

Hypothesis Testing. Interaction quality has a positive and significant effect on public trust. A p-value of 0.018 <0.05 indicates this. Thus, the first hypothesis is accepted. Interaction quality affects public satisfaction with a p-value of 0.006 <0.05. Thus, H2 is accepted. Outcome quality has a positive and significant effect on public trust. A p-value of 0.006 <0.05 indicates this. Thus, H3 is accepted. Outcome quality positively affects community satisfaction, and this relationship is significant with a p-value of 0.000 < 0.05. Thus, H4 is accepted. Public satisfaction affects public trust, and this relationship is significant at a significance level of 0.009 < 0.05; thus, H5 is accepted. Social media affects public trust, and this relationship is significant, as indicated by a significance value of 0.009 <0.05, so H6 is accepted.

Social media is proven to successfully moderate the relationship between the effect of interaction quality on public trust positively and significantly, indicated by a value of 0.021 <0.05. Thus, H7 is accepted.

Table 3. Path Analysis and Significance Testing

Variable	Original Sample	P Value	T statistic	Description
Interaction quality -> Public trust	0.179	0.018	2.096	Significant
Interaction quality -> Public satisfaction	0.256	0.006	2.543	Significant
Outcome quality -> Public trust	0.304	0.006	2.532	Significant
Outcome quality -> Public satisfaction	0.661	0.000	7.035	Significant
Public satisfaction -> Public trust	0.280	0.009	2.393	Significant
Media social -> Public trust	0.145	0.009	2.369	Significant
Interaction quality X Media Sosial -> Public trust	0.188	0.021	2.041	Significant

Source: Data Processed 2024

The Influence of Interaction Quality on Public Trust. The research results on the effect of interaction quality on public trust are positive and significant. This is indicated by the original sample value of 0.179, the t-statistic value of 2.096> t-table 1.96, and a p-value of 0.018<0.05. This means that the interaction quality variable has a positive and significant effect on public trust, meaning that the better the quality of interaction, the more public trust will increase. These results are following the results of research conducted by (Lien et al., 2014; Zarei et al., 2015; Lee, 2014; Auh, 2005; Hsieh & Hiang, 2004).

In the interaction quality variable, respondents considered that to increase or maintain public trust, services must be maintained and improved by being swift and responsive, serving politely

and friendly, having good public speaking, helping the public without discrimination and explaining information in detail and straightforwardly.

The Influence of Interaction Quality on Public Satisfaction. The research results on the effect of interaction quality on public satisfaction are positive and significant. This is indicated by the original sample value of 0.256, the t-statistic value of 2.543> t-table 1.96, and a p-value of 0.006 <0.05. This means that the interaction quality variable has a positive and significant effect on public satisfaction, meaning that the better the quality of interaction, the more public satisfaction will increase. These results follow the results of research conducted by (Lanin & Hermanto, 2019; Wang et al., 2019; Jalilvand et al., 2017; Wang et al., 2016; Ranjan et al., 2015).

Respondents assess interaction quality, assessing that maintaining and increasing public satisfaction can be achieved by providing fast and friendly service, having excellent but firm speech, and having officers who can process services professionally.

The Influence of Outcome Quality on Public Trust. The research results on the effect of outcome quality on public trust are positive and significant. This is indicated by the original sample value of 0.304, the t-statistic value of 2.532> t-table 1.96, and a p-value of 0.006 <0.05. This means that the better the quality of the outcome, the more public trust will be increased. These results follow the results of research conducted by (Walle & Migchelbrink, 2022; Lien et al., 2014; Hsieh & Hiang, 2004)

Regarding outcome quality, most respondents considered that maintaining or increasing public trust could be achieved through services that can provide appropriate results both from service output and the time it takes for the community to get the needed services.

The Influence of Outcome Quality on Public Satisfaction. The research results on the effect of outcome quality on public satisfaction are positive and significant. This is indicated by the original sample value of 0661, the t-statistic value of 7.035> t-table 1.96, and a p-value of 0.000 <0.05. This means there is a positive and significant effect of the outcome quality variable on public satisfaction, meaning that the better the outcome quality, the more public satisfaction will increase. These results follow the results of research conducted by (Lanin & Hermanto, 2019; Howat & Assaker, 2016; Choi & Kim, 2013; and Theodorakis et al., 2013).

In outcome quality, the respondent assesses that if there are problems with the service system, the waiting time for service completion will be longer, so it does not match the service promise. In addition, it can also occur due to the bureaucratic flow required to complete the service. However, evaluations related to service procedures need to be carried out so that the community's waiting time is precise. If obstacles can be resolved quickly, the community will be considered satisfactory.

The Influence of Public Satisfaction on Public Trust. The research results on the effect of satisfaction on public trust are positive and significant. This is indicated by the original sample value of 0.280, the t-statistic value of 2.393> t-table 1.96, and a p-value of 0.009 <0.05. This means that the satisfaction variable positively and significantly affects public trust. This means that the more public satisfaction increases, the more public trust increases. These results follow the results of research conducted by (Lanin & Hermanto, 2019; Jain et al., 2020; Jalilvand et al., 2017; Wang et al., 2016)

The variable of public satisfaction is that respondents assess that maintaining and increasing public trust can be done by providing services with precise and appropriate, friendly with the public and according to the time promised with facts and data, without extortion, consistent and following ethical standards.

The Influence of Social Media on Public Trust. The research results on social media's effect on public trust are positive and significant. This is indicated by the original sample value of 0.145, the t-statistic value of 2.369> t-table 1.96, and a p-value of 0.009 <0.05. This means that social media

variables positively and significantly influence public trust. This follows the results of research conducted by (Mari et al., 2022; Althuwaini, 2022; Ha & Lee, 2018; Porumbescu, 2016).

These results emphasize that to improve social media variables, respondents assess that maintaining and increasing public trust can be achieved by providing news content based on facts and information that is easy to understand (Messakh et al., 2024).

The Influence of Moderating effects of Social-Media between interaction quality and Public Trust. The results showed that social media proved successful in moderating the relationship between the effect of interaction quality on public trust, which is positive and significant. This is indicated by the original sample value of 0.188, the t-statistic value of 2.041> t-table 1.96, and a p-value of 0.021 <0.05. Social media moderates the effect of interaction quality on public trust, meaning that the better the social media, the level of the relationship between interaction quality and public trust will also increase (Mansoor, 2021; Arshad & Khurram, 2020; Porumbescu, 2016; Warren et al., 2014; Song & Lee, 2016)

Social media is proven to moderate the effect of interaction quality on public trust with the type of quasi-moderation (Solimun, 2010), where the effect of social media on public trust is significant, with a p-value of 0.009 <0.05. The quality of interaction significantly affects public trust through social media, with a p-value of 0.021 <0.05.

These results emphasize a synergistic effect of interaction quality and social media on trust. In this case, the Banten Province BNN needs to increase the role of social media because the higher the role of social media, the higher the relationship between interaction quality and public trust will also increase.

CONCLUSION

In public sector marketing strategies, governments will find the information provided in this valuable study as public satisfaction and social media are relevant in increasing public trust. Interaction quality has a positive and significant effect on public trust. Interaction quality has a positive and significant effect on public satisfaction. Outcome quality has a positive and significant effect on public trust. Outcome quality has a positive and significant effect on public satisfaction. Public satisfaction has a positive and significant effect on public trust. Social media has a positive and significant effect on public trust. Social media moderates the effect of interaction quality on public trust.

The results of this study strengthen the conceptualization of service-centered marketing theory (customer-centric). Value creation is based on the experience of people who have received public services from the government. The government needs to optimally utilize social media as a platform for interaction and encourage feedback from the public. Dynamic community needs and expectations need to be balanced with an adaptive government.

Banten Province BNN is expected to continue to improve service quality, both the quality of interactions and the quality of results, to increase Public Trust either directly or through increasing Public Satisfaction and optimal utilization of social media in order to increase public trust on an ongoing basis and better adapt to technological developments and community conditions. The results of this study are expected to expand the research results on Interaction Quality, Outcome Quality, Public Satisfaction, social media, and Public Trust, especially for essential public services such as health and education.

Further research with a broader range of respondents is recommended. Then, further research on Interaction Quality, Outcome Quality, Public Satisfaction, Social Media, and Public Trust can also

be conducted in other communities for different services and increase the number of variables and indicators that are not in this study.

REFERENCES

Althuwaini, S. (2022). 'The Effect of Social Media Activities on Brand Loyalty for Banks: The Role of Brand Trust,' *Administrative Sciences, 12*(4). https://doi.org/10.3390/admsci12040148

Arshad, S. & Khurram, S. (2020). 'Can Government's Presence on Social Media Stimulate Citizens' Online Political Participation? Investigating the Influence of Transparency, Trust, and Responsiveness', *Government Information Quarterly, 37*(3). https://doi.org/10.1016/j.giq.2020.101486

Auh, S. (2005). 'The Effects of Soft and Hard Service Attributes on Loyalty: The Mediating Role of Trust,' *Journal of Services Marketing, 19*(2), pp. 81–92. https://doi.org/10.1108/08876040510591394

Boonlertvanich, K. (2019). 'Service Quality, Satisfaction, Trust, and Loyalty: The Moderating Role of Main-Bank and Wealth Status,' *International Journal of Bank Marketing, 37*(1), pp. 278–302. https://doi.org/10.1108/IJBM-02-2018-0021

Choi, B. J. & Kim, H. S. (2013). 'The Impact of Outcome Quality, Interaction Quality, and- To-Peer Quality On Customer Satisfaction With A Hospital Service,' *Managing Service Quality, 23*(3), pp. 188–204. https://doi.org/10.1108/09604521311312228

Dananjaya, I. G. N. A., Rasmini, N. K., Sudana, I. P., & Ardiana, P. A. (2023). Determinants of Accounting Student Readiness to Face the World of Work. *JIA (Jurnal Ilmiah Akuntansi), 8*(2), 528–539. https://doi.org/10.23887/jia.v8i2.65327

Evans, L., Franks, P. & Chen, H. M. (2018). 'Voices in the Cloud: Social Media and Trust in Canadian and US Local Governments', *Records Management Journal, 28*(1), pp. 18–46. https://doi.org/10.1108/RMJ-11-2016-0041

Ferdinand, A. (2014) *Metode Penelitian Manajemen*. 5th ed. Edited by A. Ferdinand. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2021). *Partial Least Squares Konsep Teknik dan Aplikasi Menggunakan SmartPLS 3.2.9 Untuk Penelitian Empiris.* 3rd ed. Semarang: Badan Penerbit Universitas Diponegoro.

Glaveli, N. et al. (2023). 'Exploring the Role of Fitness Instructors' Interaction Quality Skills in Building Customer Trust in the Service Provider and Customer Satisfaction,' *European Sport Management Quarterly, 23*(3), pp. 767–788. https://doi.org/10.1080/16184742.2021.1928256

Ha, E. Y. & Lee, H. (2018) 'Projecting Service Quality: The Effects of Social Media Reviews on Service Perception,' *International Journal of Hospitality Management, 69*, pp. 132–141. https://doi.org/10.1016/j.ijhm.2017.09.006

Howat, G. & Assaker, G. (2016). 'Outcome Quality in Participant Sport and Recreation Service Quality Models: Empirical Results from Public Aquatic Centres in Australia,' *Sport Management Review, 19*(5), pp. 520–535. https://doi.org/10.1016/j.smr.2016.04.002

Hsieh, Y. C. & Hiang, S. T. (2004). 'A Study of the Impacts of Service Quality on Relationship Quality in Search-Experience-Credence Services,' *Total Quality Management and Business Excellence, 15*(1), pp. 43–58. https://doi.org/10.1080/1478336032000149090

Jain, N. K., Singh, A. K. and Kaushik, K. (2020). 'Evaluating Service Quality In Automobile Maintenance And Repair Industry,' *Asia Pacific Journal of Marketing and Logistics, 32*(1), pp. 117–134. https://doi.org/10.1108/APJML-07-2018-0277

Jalilvand, M. R. et al. (2017). 'Factors Influencing Word of Mouth Behaviour in the Restaurant Industry,' *Marketing Intelligence and Planning, 35*(1), pp. 81–110. https://doi.org/10.1108/MIP-02-2016-0024

Keshavarz, Y. & Jamshidi, D. (2018). 'Service Quality Evaluation and the Mediating Role of Perceived Value and Customer Satisfaction in Customer Loyalty,' *International Journal of Tourism Cities, 4*(2), pp. 220–244. https://doi.org/10.1108/IJTC-09-2017-0044

Lanin, D. & Hermanto, N. (2019). 'The Effect of Service Quality Toward Public Satisfaction and Public Trust on Local Government in Indonesia', *International Journal of Social Economics, 46*(3), pp. 377– 392. https://doi.org/10.1108/IJSE-04-2017-0151

Lee, Y. K., Jeong, Y. K. & Choi, J. (2014). 'Service Quality, Relationship Outcomes, and Membership Types in the Hotel Industry: A Survey in Korea,' *Asia Pacific Journal of Tourism Research, 19*(3), pp. 300–324. https://doi.org/10.1080/10941665.2012.749930

Lien, C. H. et al. (2014). 'Trust Transfer and the Effect of Service Quality on Trust in the Healthcare Industry,' *Managing Service Quality, 24*(4), pp. 399–416. https://doi.org/10.1108/MSQ-11-2013-0255

Mansoor, M. (2021). 'Citizens' Trust in Government as a Function of Good Governance and Government Agency's Provision of Quality Information on Social Media During COVID-19', *Government Information Quarterly, 38*(4). https://doi.org/10.1016/j.giq.2021.101597

Mari, S. et al. (2022). 'Conspiracy Theories and Institutional Trust: Examining the Role of Uncertainty Avoidance and Active Social Media Use,' *Political Psychology, 43*(2), pp. 277–296. https://doi.org/10.1111/pops.12754

Messakh, R. O., Wono, H. Y., & Hermawan, J. N. (2024). Consumer Preferences for Integrated Marketing Communication Expert28 Cafe Kediri. *International Journal of Environmental, Sustainability, and Social Science, 5*(4), 910-915. https://doi.org/10.38142/ijesss.v5i4.1027

Morgeson, F. V. (2014). Citizen Satisfaction: Improving Government Performance, Efficiency, and Citizen Trust. Palgrave Macmillan. https://doi.org/10.1057/9781137047137

Nupus, H. (2022). 'Can Experiential Marketing, Product Innovation and Brand Image Be the Solution for Consumer Purchase Decisions at A&W Restaurant: Case Study in Carrefour Serang,' *Management, Business and Social Science (IJEMBIS) Peer Reviewed-International Journal, 2*(1).

Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer*. 2nd Edition. New York: Routledge. https://doi.org/10.4324/9781315700892

Park, M. J. et al. (2016). 'Policy Role of Social Media in Developing Public Trust: Twitter communication with government leaders', *Public Management Review, 18*(9), pp. 1265–1288. https://doi.org/10.1080/14719037.2015.1066418

Porumbescu, G. A. (2016). 'Linking Public Sector Social Media and E-Government Website Use to Trust In Government,' *Government Information Quarterly, 33*(2), pp. 291–304. https://doi.org/10.1016/j.giq.2016.04.006

Purwati, A. A., Sitompul, S. S., Sandria, W., Sari, T. P., & Hamzah, M. L. (2023). Locus of Control Analysis in Improving Satisfaction and Performance of Sharia Bank's Employees. *International Journal of Social Science and Business, 7*(3), 559–568. https://doi.org/10.23887/ijssb.v7i3.5

Qin, S., Zhao, L. & Yi, X. (2009). 'Impacts of customer service on relationship quality: An empirical study in China', *Managing Service Quality, 19*(4), pp. 391–409. https://doi.org/10.1108/09604520910971520

Ramdansyah, A. D., & Taufik. E. R. (2017). Adoption Model of E-Commerce from SMEs Perspective in Developing Country Evidence-Case Study for Indonesia.

Ranjan, K. R., Sugathan, P. & Rossmann, A. (2015). 'A narrative review and meta-analysis of service interaction quality: New research directions and implications,' *Journal of Services Marketing, 29*(1), pp. 3–14. https://doi.org/10.1108/JSM-01-2014-0029

Solimun, A. M. P. S. (2010). *Metode Partial Least Square-PLS.* CV Citra Malang, Malang.

Song, C. and Lee, J. (2016). 'Citizens Use of Social Media in Government, Perceived Transparency, and Trust in Government', *Public Performance and Management Review, 39*(2), pp. 430– 453. https://doi.org/10.1080/15309576.2015.1108798

Theodorakis, N. D. et al. (2013). 'Predicting Spectators' Behavioural Intentions in Professional Football: The Role of Satisfaction and Service Quality,' *Sport Management Review, 16*(1), pp. 85– 96. https://doi.org/10.1016/j.smr.2012.05.004

Van de Walle, S. & Migchelbrink, K. (2022). 'Institutional Quality, Corruption, and Impartiality: The Role of Process and Outcome for Citizen Trust in Public Administration in 173 European Regions', *Journal of Economic Policy Reform, 25*(1), pp. 9–27. https://doi.org/10.1080/17487870.2020.1719103

Wang, W. T. and Chen, W. Y. (2016). 'Assessing the Effects of Mobile Service Quality on Customer Satisfaction and the Continued Usage Intention of Mobile Service: A Study of Non-Gaming Mobile Apps', in Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Bioinformatics). Springer Verlag, pp. 459–467. https://doi.org/10.1007/978-3-319-40093-8_46

Wang, W. T., Ou, W. M. & Chen, W. Y. (2019). 'The Impact of Inertia and User Satisfaction on the Continuance Intentions to Use Mobile Communication Applications: A Mobile Service Quality Perspective,' *International Journal of Information Management, 44*, pp. 178–193. https://doi.org/10.1016/j.ijinfomgt.2018.10.011

Wang, W. T., Wang, Y. S. & Liu, E. R. (2016). 'The Stickiness Intention of Group-Buying Websites: The Integration of the Commitment–Trust Theory and E-Commerce Success Model,' *Information and Management, 53*(5), pp. 625–642. https://doi.org/10.1016/j.im.2016.01.006

Warren, A. M., Sulaiman, A. & Jaafar, N. I. (2014). 'Social Media Effects on Fostering Online Civic Engagement and Building Citizen Trust and Trust in Institutions', *Government Information Quarterly, 31*(2), pp. 291–301. https://doi.org/10.1016/j.giq.2013.11.007

Zarei, E. et al. (2015). 'The Effect of Hospital Service Quality on Patient's Trust', *Iranian Red Crescent Medical Journal, 17*(1), pp. 1–5. https://doi.org/10.5812/ircmj.17505