

The Influence of Functionality, E-WOM, and Interactive Features on User Loyalty Mediated by Trust Levels in The “Tentang Anak” Application

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Abstract: *This study analyzes the influence of functionality, electronic word of mouth (E-WOM), and interactive features on user loyalty mediated by trust in the 'Tentang Anak' application. A quantitative approach using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method was applied to 125 respondents. The results show that functionality and E-WOM have a significant effect on loyalty, while interactive features have a positive effect on trust. Trust also acts as a partial mediator between interactive features and user loyalty. These findings emphasize the importance of trust in increasing user loyalty to digital health applications.*

Introduction

The rapid development of digital technology in the 21st century has had a significant impact on various aspects of life, one of which is in the health sector. With the increasing number of mobile phone and internet users, mobile health applications have become an important tool in providing access to health information to the public. In Indonesia, internet penetration reached 66.5% in January 2024, which has encouraged the increased use of health applications, especially those focused on pregnancy and child development. One of the most widely used applications is the "Tentang Anak" (About Children) application, which offers various educational features on maternal health and child development, as well as providing direct access to consult with medical personnel.

The "Tentang Anak" app has gained significant popularity, with over 2 million downloads on app platforms such as Google Play Store and Apple App Store. However, despite the high number of downloads, there is a clear difference between the number of downloads and the level of user engagement, as reflected in the lower Monthly Active Users (MAU) data. This indicates that even though many users have downloaded the app, they may not be sufficiently engaged or loyal in their long-term use of the app. This gap raises important questions about the factors that influence user loyalty to the "Tentang Anak" app.

One factor that is thought to influence user loyalty is the functionality of the app itself. Good app functionality, such as easy access to information and features that are useful to users, is expected to increase user comfort and satisfaction. In addition, electronic word of mouth (e-WOM) also plays a very important role in shaping users' perceptions of this app. An application that receives positive recommendations from other users tends to be more trusted and used continuously. Interactive features that allow users to consult with experts can also improve the user experience, which in turn can contribute to increased user loyalty.

Furthermore, the level of user trust in the application is an equally important factor. Trust in the application can influence users' decisions to continue using the application in the long term. In this case, the level of trust also acts as a mediating variable that connects application functionality, e-WOM, and interactive features with user loyalty. The higher the level of user trust in the application, the more likely they are to continue using the application and recommend it to others.

Based on the phenomena described above, this study aims to analyze the influence of application functionality, e-WOM, and interactive features on user loyalty to the "Tentang Anak" application, with the level of trust as a mediating variable. This study is expected to make an important contribution to the development of the theory of health application user loyalty, as well as provide practical input for application developers in designing features that can increase user satisfaction and loyalty. The results of this study can also help application developers to design more effective strategies to retain users and increase their engagement in the long term.

Research Method

This study uses a quantitative approach with a survey design. This type of research is designed to measure the influence of various factors on the loyalty of users of the "Tentang Anak" application. The research sample consisted of 125 respondents selected using purposive sampling techniques. The criteria for respondents were those who had downloaded and used the "About Children" application for at least one month. Data was collected through an online questionnaire, which covered five main variables that were the focus of the study: application functionality, e-WOM, interactive features, user trust, and user loyalty.

The questionnaire used in this study adopted a five-point Likert scale to measure respondents' perceptions of each statement related to the research variables. The research variables were application functionality, *electronic word of mouth* (e-wom), interactive features, user trust, and user loyalty. Data analysis was then conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, which was chosen for its ability to test the relationships between latent variables simultaneously, as well as its flexibility in handling small samples and complex data. The analysis process was carried out in two main stages: first, validity and reliability tests to ensure that the instruments used met good measurement standards; second, structural model testing to analyze the relationships between variables and test the research hypotheses.

Results and Discussion

Data Description Analysis

Respondent Characteristics Based on Gender

Table 1. Characteristics of Respondents Based on Gender

Gender	Number (people)	Percentage
Female	117	93.6
Men	8	6.4

Source: Author's compilation (2025)

There were 117 female respondents or 93.6% and 8 male respondents or 6.4%. This shows that most respondents who use the Tentang Anak app are female.

Respondent Characteristics Based on Age

Table 2. Characteristics of Respondents Based on Age

Age (years)	Number (people)	Percentage
19	22	17.6
26	93	74.4
36-45	10	8
46-54	0	0

Source: Author's compilation (2025)

Based on Table 2, it was found that the largest number of respondents were aged 26-35 years, with a total of 93 people or 74.4%. The second largest age category was 19-25 years, with a total of 22 people. Respondents aged 36-45 years numbered 10 people or 8%. There were no respondents aged 46-54 years.

Respondent Characteristics Based on Education Level

Table 3. Characteristics of Respondents Based on Education Level

Education Level	Number (people)	Percentage
No schooling/elementary school/junior high school	0	0
High school/vocational school/equivalent	26	20.8
Bachelor's Degree	82	65.6
Master's/Doctorate	17	13.6

Source: Author's compilation (2025)

Based on Table 3, it was found that respondents with a high school/vocational school/equivalent education level numbered 26 people or 20.8%. Respondents with a bachelor's degree were the most numerous, numbering 82 people or 65.6%. Respondents with a master's/doctoral degree numbered 17 people or 13.6%. There were no respondents with a junior high school education level or below.

Respondent Characteristics Based on Occupation

Table 4. Characteristics of Respondents Based on Occupation

Gender	Number (people)	Percentage
Working	65	52
Not working	60	48

Source: Author's compilation (2025)

Based on Table 4, it can be seen that 65 respondents or 52% are employed. 60 respondents or 48% are unemployed. This shows that more respondents are employed.

Data Analysis Results

Measurement Model Test (Outer Model)

In this section, a measurement model test was conducted to ensure that the indicators used in this study were valid and reliable. The measurement model test covered three important aspects, namely *Convergent Validity*, *Discriminant Validity*, and *Reliability*.

Convergent Validity

Convergent validity measures the extent to which indicators in a construct are significantly related to the construct being measured. In this study, convergent validity was tested using factor loadings and *Average Variance Extracted (AVE)*. The analysis results show that all indicators for each construct have factor loading values greater than 0.70, indicating that these indicators have a strong relationship with the construct being measured. In addition, the AVE value for each construct was also greater than 0.50, indicating that the construct had good convergent validity. This shows that the indicators used in this study were valid for measuring the intended construct.

Discriminant Validity

Discriminant validity measures the extent to which a construct can be distinguished from other constructs. This test was conducted by comparing the square root AVE with the correlation between the existing constructs. Based on the test results, it was found that the square root AVE for each construct was greater than the correlation value between other constructs, indicating that the constructs in this study had good discriminant validity. Thus, the constructs used in this study could be clearly distinguished from one another.

Reliability

Reliability was measured using Composite Reliability (CR) and Cronbach's Alpha. The test results showed that the Composite Reliability value for each construct was greater than 0.70, indicating that the constructs in this model were reliable. Similarly, Cronbach's Alpha

also showed a value greater than 0.70 for all constructs, indicating that the instruments used in this study had a good level of reliability.

Structural Model Testing (Inner Model)

After the measurement model test has been completed, the next step is to test the structural model to determine the relationship between latent variables in this study. This structural model test is conducted to examine whether the variables in the research model can adequately explain the dependent variables.

Determination Coefficient Test (R-Square)

The R-Square test is used to measure the extent to which the independent variables in this research model can explain the variation in the dependent variable. Based on the test results, the R-Square value for user loyalty is 0.65, which indicates that this model is able to explain 65% of the variation in user loyalty to the "Tentang Anak" application. This value shows that the model used in this study has fairly good predictive power.

Prediction Relevance Test (Q-Square)

The Q-Square test is used to measure the prediction relevance of this research model. The test results show that the Q-Square value for user loyalty is 0.52, which indicates that this model has high prediction relevance. This value indicates that the model used can predict dependent variables well.

Hypothesis Testing

At this stage, the hypotheses proposed in this study were tested to determine the direct and indirect effects between variables.

Direct Effect

The testing of the direct effect between variables was carried out by measuring the T-statistics and P-value values. The test results show that application functionality has a significant positive effect on user loyalty with a T-statistic of 3.21 and a P-value of 0.001. In addition, e-WOM has a significant positive effect on user loyalty with a T-statistic of 4.56 and a P-value of 0.000. This shows that these two factors play an important role in increasing user loyalty to the application.

Indirect Effect

The indirect effect test was conducted to determine whether the trust variable acts as a mediator in the relationship between interactive features and user loyalty. The analysis results show that user trust mediates part of the effect between interactive features and user loyalty with a T-statistic value of 2.97 and a P-value of 0.003. This indicates that user trust strengthens the relationship between interactive features and user loyalty, demonstrating the important role of trust in shaping user loyalty to the application.

Discussion

The Influence of Functionality on Loyalty

The results of the study indicate that the functionality of the application has a positive effect on the loyalty of users of the "Tentang Anak" application. Users who feel that the application is easy to use, has relevant features, and functions well tend to be more loyal to the application. The functionality of the application in this context covers various aspects, ranging from ease of navigation to the speed of the application's response in providing the information needed by users. These findings support the theory that good functionality in an application can create a better user experience, which in turn increases their loyalty. Therefore, application developers need to ensure that the functionality of the application is

always improved in order to continue to meet user expectations and increase their loyalty in the long term.

The Influence of Electronic Word of Mouth on Loyalty

Electronic Word of Mouth (e-WOM) has been proven to have a significant influence on user loyalty. e-WOM plays an important role in shaping the perceptions of new users and strengthening the loyalty of existing users. Recommendations given by other users through digital platforms or app reviews have been proven to increase user trust and confirm that the app provides benefits. These findings are consistent with previous research showing that e-WOM can increase user trust and satisfaction, as well as strengthen their loyalty to the app. Therefore, it is important for app developers to leverage e-WOM as part of their marketing strategy and maintain app quality to receive continuous positive reviews from users.

The Effect of Interactive Features on Loyalty

The results of the study show that although interactive features have a positive effect on user trust, their effect on user loyalty is not significant. This indicates that although interactive features, such as the ability to interact with medical personnel or experts, can increase user trust in the application, their effect on loyalty is not as strong as the effect of functionality and e-WOM. One possibility is that current interactive features are not sufficient to create a deep emotional connection between users and the application. Application developers can improve interactive features by adding more personalized elements and involving users more in decision-making or direct interaction with experts to increase their loyalty.

The Influence of Functionality on Trust Levels

The functionality of an application has been proven to have a positive effect on user trust levels. Users who feel that an application works well and provides accurate information are more likely to feel confident that the application is trustworthy. Good functionality includes not only ease of use, but also the reliability of the application in providing timely and relevant information. User trust in the application plays an important role in building a long-term relationship between users and the application. Therefore, application developers need to ensure that the application not only functions well from a technical standpoint, but also provides trustworthy content to maintain user trust.

The Influence of Electronic Word of Mouth on Trust Levels

Electronic word of mouth (e-WOM) has also been proven to have a positive effect on user trust levels. Recommendations given by other users can strengthen users' confidence in the application. Positive e-WOM plays an important role in shaping users' perceptions of the quality and credibility of the application. This shows that trust built through positive feedback from other users can strengthen users' intention to continue using the application. Therefore, it is important for the "About Children" application to continue to encourage users to share their experiences and provide positive feedback that can increase user trust in the application.

The Influence of Interactive Features on Trust Levels

The results of the study show that interactive features in the "About Children" application have a positive effect on user trust. Features such as the ability to consult directly with experts or obtain more in-depth information from the application increase user safety and trust. However, although interactive features can increase trust, their influence on user loyalty is not as great as the influence of application functionality and e-WOM. This shows that to increase the influence of interactive features on trust, application developers need to improve the quality of the interactions offered, by providing more personalized responses and interacting more frequently with users to increase their sense of involvement and trust.

The Role of Trust Level as a Mediator of Functionality on Loyalty

The level of trust has been proven to act as a mediating variable that strengthens the relationship between application functionality and user loyalty. Trust serves as a link between the direct influence of application functionality on user loyalty. Users who feel that the application works well and is trustworthy are more likely to remain loyal to the application. Therefore, application developers need to ensure that good functionality is accompanied by efforts to build and maintain user trust in order to maintain their loyalty.

The Role of Trust Level as a Mediator of Electronic Word of Mouth on Loyalty

User trust also acts as a mediator in the relationship between e-WOM and user loyalty. Users who receive positive recommendations and feel confident in the application are more likely to continue using the application in the long term. Trust strengthens the impact of e-WOM on user loyalty, which shows that positive feedback from other users will be more effective in increasing loyalty if users already have a high level of trust in the application. Therefore, application developers need to ensure that positive e-WOM is continuously maintained and utilized to strengthen user loyalty.

The Role of Trust Level as a Mediator of Interactive Features on Loyalty

Trust level functions as a mediating variable that connects the influence of interactive features on user loyalty. The results of the study show that although interactive features play a role in increasing loyalty, their influence becomes stronger when users' trust in the application is high. This confirms that good interactive features will be more effective if supported by strong user trust. Therefore, applications need to develop more interactive features that are not only technically useful but also increase user safety and engagement.

The Influence of Trust Levels on Loyalty

The level of trust is an important factor that influences user loyalty. Users who feel confident that the application is reliable, provides accurate information, and maintains the security of their personal data are more likely to remain loyal to the application in the long term. Trust built through positive experiences, good functionality, and positive recommendations from other users can strengthen user loyalty. Therefore, managing user trust must be a top priority in the development of the "About Children" application in order to retain loyal users and expand the user base in the future.

Conclusion

Based on the results of the research conducted, it can be concluded that app functionality, electronic word of mouth (e-WOM), and interactive features have a positive effect on user loyalty to the "About Children" app. App functionality plays an important role in increasing loyalty because apps that are easy to use and have relevant features tend to increase user satisfaction. Users who feel that the application meets their needs tend to be more loyal to the application. Therefore, application developers need to ensure that the functionality of the application is always improved to meet user needs and maintain their loyalty.

(e-WOM) has proven to be an important factor in shaping user loyalty. Positive recommendations from other users shared through social media or digital platforms strengthen user trust in the app. This shows that apps with a good reputation driven by positive reviews will be more trusted and used for longer. Therefore, good e-WOM management will greatly help in increasing the loyalty of users of the "Tentang Anak" app.

Although interactive features in the app can increase user trust, their influence on loyalty is not as great as the influence of functionality and e-WOM. Current interactive

features, such as consultations with medical personnel or experts, are not enough to create a deep emotional connection with users. Therefore, developing more personalized and engaging interactive features can increase user engagement, which in turn will increase their loyalty.

User trust plays a crucial role as a mediating variable between app functionality, e-WOM, and user loyalty. Users who feel confident that the application is reliable and provides accurate information are more likely to continue using the application in the long term. High trust in the application strengthens the relationship between application features and user loyalty. Therefore, application developers must continue to strive to maintain and increase user trust in order to increase their loyalty in the long term.

Overall, this study confirms that to increase user loyalty, applications must pay attention to factors such as functionality, e-WOM, and interactive features. In addition, managing user trust is also very important to strengthen the relationship between users and applications. By optimizing these three factors, applications can build long-term relationships with users, which will contribute to the sustainability and success of the application in the future.

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