Analysis of the Effect of User Interface (UI) and User-Friendly on System Quality in the YouVersion E-Bible Application with User Satisfaction as a Moderating Variable

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Abstract

This research is motivated by the development of electronic Bible technology and spiritual content, making it easier for the public, especially Christian students at the Faculty of Economics, Jakarta State University, to deepen their spiritual formation, especially in reading the Holy Bible. The aim of this research is to determine the influence of the User Interface (UI) and User Interface. Friendly to the quality of the system in the YouVersion E-Bible Application with User Satisfaction as a Moderating Variable. The YouVersion application is a digital-based Bible application and is a digital spiritual development platform. In this context, the user interface is considered important because it provides an overview of previous user experiences which can influence user satisfaction. Meanwhile, user friendliness and system quality play an important role in determining whether consumers feel that the application used has value for the price. This research uses a quantitative approach, with a purposive sampling technique. The respondents selected in this research were individuals who adhered to Christianity and had used the YouVersion application. Data collection was carried out using a questionnaire equipped with Google Form, and the collected data was analyzed using SmartPLS. The research results show that user interface and user friendliness have an influence on user satisfaction. In addition, user satisfaction is proven to mediate the relationship between User Interface and User Friendly with system quality.

Keywords: user interface, user friendly, system quality, customer satisfaction.

1. Introduction

Background

Technological developments in the Industry 4.0 era have significantly transformed human life, including the evolution of digital applications. One prominent platform is YouVersion, recognized as the largest electronic Bible application globally, providing accessible scriptures and spiritual content in a user-friendly digital environment. Effective User Interface (UI) design and user-friendliness are critical to an application's success. A thoughtfully crafted interface and user-centric features can boost satisfaction, while complex designs often result in frustration, undermining system quality.

Problem Statement

1. How does User Interface (UI) affect user satisfaction in the YouVersion application?
2. What is the effect of User-Friendly design on user satisfaction in the YouVersion application?
3. Does user satisfaction serve as a moderating variable between UI and User-Friendly design on system quality?
4. What is the effect of system quality on user satisfaction?

Research Objectives

1. To analyze the influence of UI on user satisfaction.

2. To assess the impact of User-Friendly design on system quality.

3. To identify the moderating role of user satisfaction between UI and User-Friendly design.

4. To evaluate the relationship between system quality and user satisfaction.

2. Literature Review

2.1 User Interface

The user interface, which is the portion of a computer or software that humans can see, touch, and comprehend, is how a program communicates with its users. The visual components of a website, software program, or hardware device are also included in the user interface, according to Sembiring et al. (2021). These components guarantee how a user interacts with the program and how data is shown on the screen. Furthermore, the design and development

of computer or software displays is included in the user interface (F. Saputra et al., 2023). UI design is essential because it increases user engagement and keeps people on a website longer since users interact with programming logic through the user interface (Aziza, 2019). In their book About Face: The Essentials of Interaction Design, Cooper et al. (2007) state that a good user interface emphasizes the development of design solutions that support the user's overall goals by concentrating on the user and the context of use. Cooper supports the Goal-Directed Design methodology, which bases design on a thorough comprehension of user needs and goals.

2.2 User Friendly

The term "ramah digunakan," which translates to "user-friendly," is a feature of a system, product, or interface that makes it possible for users to interact with it quickly, easily, and without a lot of training. A system, product, or interface is said to be "user-friendly" if it is simple enough for those without technical expertise or specialized training to use. In order to minimize difficulties or confusion during interactions, user-friendly technologies are made to offer an intuitive and effective user experience. User-friendliness has a substantial impact on the development of User Interface (UI), whereby the more user-friendly an application is, the easier it is for users to conduct business and the more quickly they can complete tasks using it. This is demonstrated by the fact that YouVersion E-Bible has features that are easy for users to use, so that users' trust in the application grows as well.

2.3 System quality

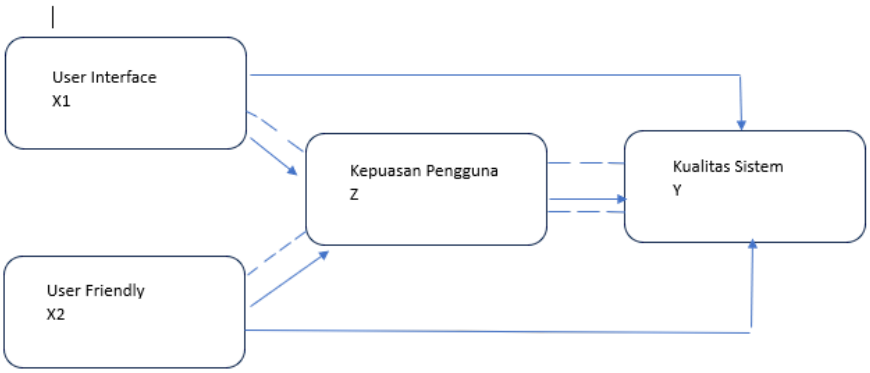
According to Rahayu Saputri (2024), system quality is the results from the information system's processes that emphasize the interaction between the system and its users. A few characteristics of a high-quality system are responsiveness, ease of use, reliability, and responsiveness. These factors are important in determining whether an information system is used or not. The system's quality is determined by the information that the system uses or the relationship between the system's functionality and its implementation success. Because of this, the system that is being used needs to be dependable.

2.4 User Satisfaction

User satisfaction measures how happy customers are with the product, service, or experience that a business or organization offers. Customers' perceptions and loyalty to the offering entity are influenced by how well the products or services they receive satisfy their

wants, expectations, and preferences. Any product or service's success is largely dependent on this idea since it has a direct effect on market competitiveness, client retention, and brand reputation. High levels of customer satisfaction frequently mean that the business or organization has been effective in matching user expectations with its offers, which has led to great experiences and sustained involvement.

2.5 Conceptual Framework



Based on the conceptual framework above, the conceptual development in this research is as follows:

- **H1: The user interface (UI) has an impact on the system quality of the YouVersion E-Bible application**
- **H2: User-friendly has an impact on the quality of the YouVersion E-Bible application system**
- **H3: User interface (UI) has an impact on user satisfaction in the YouVersion E-Bible application**
- **H4: User-friendliness has an impact on system quality in the YouVersion E-Bible application**
- **H5: System quality has an impact on user satisfaction in the YouVersion E-Bible application**
- **H6: User Interface influences system quality in relation to user satisfaction**
- **H7: User-Friendly influences system quality in relation to user satisfaction**

2.6 Relationship Between Variables

H1 : The Effect of User Interface (UI) on System Quality

Several studies over the past five years have shown a positive relationship between user interface and content quality. Research conducted by Rahman et al (2024) in studying e-commerce applications shows that an easy-to-use interface encourages users to access the application system more deeply, which ultimately increases the perception of the quality of the application system itself, and an intuitive interface design can improve user perceptions of system quality, especially because users find it easier to find relevant and valuable information. Then, according to Matondang & Hapsari (2022) when assessing the impact of customer happiness and service quality, and user interface on customer loyalty during the COVID-19 pandemic on Shopee application users, the use of attractive and consistent visual designs in the quality of the Shopee application system can increase user interest in interacting longer with Shopee application content. This is evident from research on the Shopee online shopping application, where a visually attractive interface display increases customer loyalty and their interest in the system presented by the Shopee application.

H2 : User-friendly has an impact on the quality of the YouVersion E-Bible application system

Several studies in the past five years have shown a positive relationship between user friendliness and user satisfaction. Wongso (2020), in his study on the influence of user experience on user trust in the context of digital financial applications, stated that the better the user experience (UX) perceived by users, the higher their level of trust in the company. Therefore, a high-quality, user-friendly system will enhance user satisfaction. Furthermore, Pranitasari (2021) explained that a user-friendly system improves system quality because ease of use allows users to perform operations without disruption, thereby increasing the usefulness of the information system. A better UX leads to greater user satisfaction with an application, which ultimately has a positive impact on system quality.Additionally, research conducted by Nur Meilianti Maulida (2024) on evaluating user satisfaction with the Academic Information System (SIAKAD) at Sari Mulia University, Banjarmasin, using the **End User Computing Satisfaction (EUCS)** method, demonstrated that SIAKAD is proven to be user-friendly for all students. The system also provides timely information updates, enhancing user interaction with the quality of the SIAKAD system.

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H3 : User interface (UI) has an impact on user satisfaction in the YouVersion E-Bible application

Based on a journal written by Arifiyanto Hadinegoro (2022) highlighting the influence of the user interface (UI) on customer satisfaction with the Tokopedia application, it was found that the User Interface contributed greatly to positive user satisfaction and encouraged interest in reusing the Tokopedia application. Then, Marvel Zefanya Yang (2023) in studying the Shopee User Interface on user satisfaction that Shopee application users were satisfied with the user interface provided. Alexander Wirapraja (2021) explained how a good GoFood application user interface can improve user experience and satisfaction through observation and Population Sample methods. Finally, according to Japarianto and Adelia (2020) said that the appearance or User Interface (UI) is one of the factors that can increase the amount of user satisfaction, this is because users of an application can only contact the company through the website. Therefore, the appearance of the UI design and its structure can increase user satisfaction in using the application.

H4 : User-friendliness has an impact on system quality in the YouVersion E-Bible application

Over the past five years, research has shown that ease of use and user satisfaction are positively correlated. According to Dian Masida's research (2022) in a journal entitled "THE EFFECT OF PRICE DISCOUNTS, ADVERTISING ATTRACTIVENESS, AND USER FRIENDLY IN DIGITAL WALLET APPLICATIONS ON IMPULSE BUYING OF MILLENNIAL GENERATION CONSUMERS", the ease of use of digital wallet applications has an influence on impulse buying, because the easier the application is to use, the faster the application is used. Furthermore, according to Destu Cikal Ramdani et al. (2023) in analyzing the appearance of the user interface on the Tokopedia website using the purposive sampling method, it was found that the current user interface appearance is more satisfying to users than the interface appearance suggested by researchers. This is because the design of the Tokopedia website has met the needs of the application users. In addition, research conducted by Dinda & Diah (2023) which examined "THE EFFECT OF BSI MOBILE USE ON CUSTOMER SATISFACTION AT BSICA BANG JENGGOLO" showed that the use of user-friendly BSI Mobile had a major impact on customer satisfaction at BSI Jengolo Branch. Customer satisfaction means that customers understand the transactions they need, can explain, and can provide examples. In this case, customers are satisfied because they know more about transactions with BSI Mobile.

H5 : User satisfaction with the YouVersion E-Bible application is influenced by system quality.

A system's quality has a big impact on how satisfied users are with digital apps like the YouVersion E-Bible app. The technical characteristics of an application, such as responsiveness, performance, dependability, and ease of use, are referred to as system quality. These characteristics are crucial in shaping the entire user experience. Research supports this connection. For example, the Information Systems Success Model developed by DeLone and McLean (2003) highlights how important system quality is in determining user happiness and intents to continue using the system. High system quality is closely correlated with higher user happiness and trust in mobile applications, especially in content-driven platforms like religious apps, according to recent research by Zhou et al. (2021) published in the Journal of Information Technology. Similarly, a study by Kim et al. (2022) in Computers in Human Behavior highlighted that system reliability and usability are significant predictors of user satisfaction in mobile applications. According to earlier research on the YouVersion E-Bible published in Religious Media Studies Quarterly by Smith and Johnson (2020), users expressed greater satisfaction when the application offered seamless access to features like offline capabilities and customized plans, suggesting that system quality had a direct effect on their overall experience. Furthermore, in their study of mobile Bible apps, Wilson et al. (2023) discovered that better system quality—such as faster load times and better search capabilities—had a positive impact on user satisfaction and retention because users saw the app as a trustworthy and useful tool for meeting their spiritual needs. All of these results point to the importance of enhancing system quality in programs such as YouVersion E-Bible in order to increase user pleasure and guarantee long-term involvement.

H6 : User Interface influences system quality in relation to user satisfaction

Several studies over the past five years have shown a positive relationship between user interface and system quality and user satisfaction. According to Gusti Muhamad Sardana et all (2024) in analyzing the Influence of System Quality and Information Quality of Siakad on User Satisfaction at Esa Unggul University, Tangerang, it shows that the Academic Information System (SIAKAD) of Esa Unggul University, Tangerang has a fairly satisfactory level of performance, with a user satisfaction level reaching 80%. The majority of students consider this system easy to use and effective in supporting the academic administration process. TThis is achieved when the interface is easy to navigate and has visual elements that support user orientation and ultimately increase satisfaction.

H7 : User-Friendly effect system quality in relation to user satisfaction

Several studies over the past five years have shown a positive relationship between user friendliness and system quality and user satisfaction. According to Purwanto & Suharno (2022). in analyzing "*The Effect of System Quality, Information Quality, and Service Quality on User Satisfaction of E-Learning Systems* from Postgraduate Program of Mercu Buana University" that good system quality, including hardware and software performance, and ease of use of the system contribute positively to user satisfaction. Research shows that the better a system and the easier it is to use, the more satisfied its users will be. Then, according to research conducted by Zuluzmi, A. (2021). "*The Effect of Application System Quality, User Experience, and E-Service Quality on Customer Satisfaction of Tokopedia Users in Solo Raya*" that good user experience, which includes ease of use and an intuitive interface, contributes to user satisfaction. When users feel comfortable using the system, they tend to be more satisfied. Furthermore, according to Muda, I., & Erlina, R. (2021). in analyzing "*The Effect of Information System Quality, Perceived Usefulness, and User Competency on User Satisfaction of Accounting Information Systems*". Diponegoro Journal of Accounting. that Good user experience (UX), such as ease of use and an intuitive and user-friendly interface, contributes to user satisfaction. When users feel comfortable using a system, they tend to be more satisfied. User-friendly design not only increases user satisfaction, but also increases productivity.

3. Material and Method

This study employs a quantitative research method. According to Siahaan et al. (2022), quantitative research is a systematic investigation of phenomena through data collection. In this study, a quantitative approach is utilized, with questionnaires serving as the primary tool for data collection and analysis. As stated by Kaban et al. (2021), quantitative research involves the use of structured questions with predetermined answer choices and typically includes a large number of respondents.

3.1 Design Study

In the context of this research, independent or independent variables User Interface (X1), User Friendly(X2), User Satisfaction (Z). Meanwhile, the dependent variable is the System Quality (Y) which will be explained below :

Variable	Variable Definition	Indicator
User Interface	User interface, which is the portion of a computer or software that humans can see, touch, and comprehend, is how a program communicates with its users	1. Consistency of appearance, 2. Layout and Navigation 3. Responsiveness 4. Clarity and readability
User Friendly	User-friendly, is a feature of a system, product, or interface that makes it possible for users to interact with it quickly, easily, and without a lot of training.	1. Ease of Navigation 2. Clear and easy to understand 3. Simple appearance 4. Smooth loading
System Quality	System quality is the outcome of the information system's process that focuses on the interaction between the system and its users.	1. Response Time (Access Speed) 2. Security (Security) 3. Flexibility (Reliability) 4. Compatibility (Compability)

User Satisfaction	The degree to which customers are happy with the product, service, or experience that a business or organization offers is measured by user satisfaction.	1. Matching expectations 2. Satisfaction with application performance 3. User experience 4. Technical support.

According to Sugiyono (2019), the Likert scale is used to gauge an individual's or a group's attitudes, beliefs, and perceptions regarding a social issue. The way the Likert scale operates is by choosing numbers between 1 and 5, going from strongly disagree to strongly agree. "Strongly disagree" is represented by a value of 1, "disagree" by a value of 2, "neutral" by a value of 3, "agree" by a value of 4, and "strongly agree" by a value of 5. Researchers can assess the significance of respondents' preferences or opinions regarding the claims to be tested that originate from research variables by employing this measuring technique, which uses a Likert scale.

Data Analysis Measurement Criteria Questionnaire

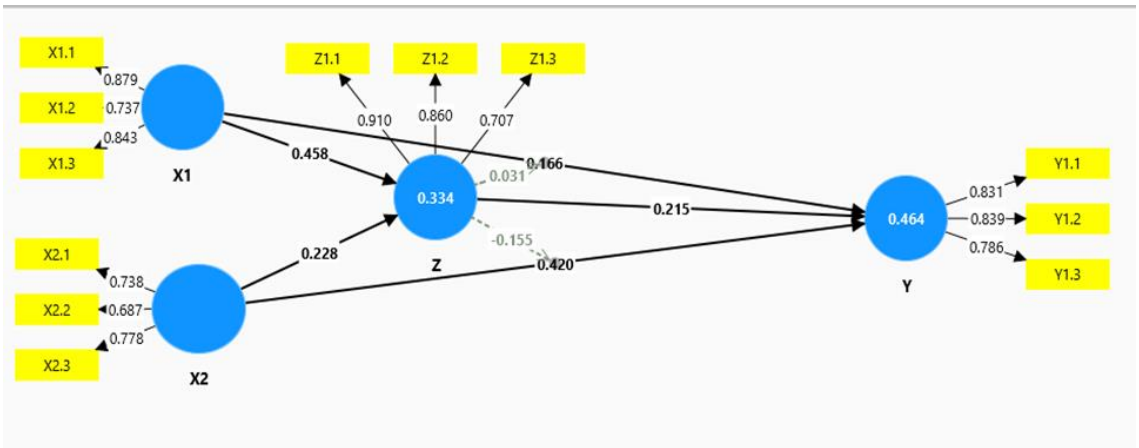
Criteria	Score
Strongly Agree (SS)	5
Agree (S)	4
Doubtful	3
Disagree (TS)	2
Strongly Disagree (STS)	1

3.2 Data Analysis

After compiling the research instrument, the next step is to distribute the questionnaire form online through social media. After obtaining the number of samples, the data was analyzed using SEM PLS using the help of smart pls 3.0.

Figure 1.

Research Model



The research model is based on Structural Equation Modeling (SEM), which shows the relationships between the latent variables and their respective indicators. The four latent variables, which are represented by the blue circles X1, X2, Z, and Y, are connected to measurable indicators, which are shown in yellow boxes. This allows us to see how these variables are related to each other. In conclusion, the study model shows that, both directly and indirectly, X1 has a greater total impact on the dependent variable Y than X2. This link is greatly influenced by the mediating variable Z, which raises the model's overall explanatory capacity. The model successfully captures the variance in the dependent variable, highlighting the significance of both direct and mediated routes, with an R2 value of 0.464. In order to attain better results for Y, this study highlights the necessity of concentrating on enhancing X1 and Z.

4. Result

Table 1.

Outer Loadings

	User Interface	**User Experience**	**Kualitas Sistem**	**Kepuasan Pengguna**

X1.1	0.879			
X1.2	0.737			
X1.3	0.843			
X2.1		0.738		
X2.3		0.778		
Y1.1			0.831	
Y1.2			0.839	
Y1.3			0.786	
Z1.1				0.910
Z1.2				0.860
Z1.3				0.707

Reliability and Validity Analysis

Table 2.
Construct Reliability and Validity

	Cronbach's Alpha	**rho_A**	**Keandalan Komposit**	**Rata-rata Varians yang Diekstraksi (AVE)**
(X1) User Interface	**0,760**	**0,787**	**0,861**	**0,675**
(X2) User Friendly	**0,586**	**0,589**	**0,779**	**0,540**
(Z) User Satisfaction	**0,775**	**0,836**	**0,868**	**0,689**
(Y) System Quality	**0,754**	**0,754**	**0,859**	**0,671**

Table 3
Outer VIF Values

	VIF

X1.1	1.815
X1.2	1.421
X1.3	1.584
X2.1	1.104
X2.2	1.287
X2.3	1.272
Y1.1	1.617
Y1.2	1.708
Y1.3	1.372
Z1.1	2.031
Z1.2	1.873
Z1.3	1.361
Z x X2	1.000
Z x X1	1.000

Table 4
Fit Summary

	Saturated model	**Estimated model**
SRMR	0.095	0.095
d_ULS	0.704	0.707
d_G	0.245	0.244
Chi-square	142.742	141.568
NFI	0.672	0.674

5. Discussion

Based on, Outer loading result of the validity test show that several r-calculation values are lower than the r-table value (0.361). These three indicators are declared valid because the outer loading value of each indicator is greater than 0.7, which is the minimum limit for stating the validity of an indicator in the measurement model. This high value indicates that each indicator in the User Interface variable has a strong and significant contribution in explaining the variable.

Based On, *Construct Reliability and Validity* results, Based on the analysis of the reliability

test results above, it can be concluded that variables X1, Z, and Y have good reliability. All indicators in these constructs have high internal consistency, with Cronbach's Alpha, rho_A, composite reliability, and AVE values that meet the recommended criteria. This indicates that the three constructs have good measurement quality and can be trusted. However, only variable X2 shows reliability problems, especially with Cronbach's alpha and rho_A values below 0.7. Although the AVE and composite reliability values still meet the criteria, the low internal consistency value indicates that the indicators in this variable have not been fully able to show the construct consistently. To improve the reliability of variable X2, further evaluation must be carried out on its indicators; this includes finding weak or irrelevant indicators and making improvements or eliminating problematic indicators. With this improvement, it is expected that the measurement quality of variable X2 will increase, which means that the overall measurement model will be more valid and consistent.

Based on, Outer VIF Value, the data show all the data is, it can be seen that the VIF value for all indicators is below 5, with the highest value of 2,031 for the Z1.1 indicator. This indicates that there is no significant multicollinearity among the independent variables in your study. This means that the variables in this model are independent of each other and do not have an excessive linear relationship with each other. In the absence of multicollinearity, the regression model used has good validity and the estimation results are reliable. The practical implication of this finding is that each indicator has an important role in shaping the research variables and can be used to analyze the effect of User Interface, User Friendliness, and System Quality on User Satisfaction.

6. Conclusion, Implication, and Recommendation

Based on the research results and discussion above, several conclusions can be drawn as follows.

1. Based on the results of the analysis of the path coefficient calculation in the previous calculation, the user interface variable has a positive and significant effect on the quality of the YouVersion E-Bible application user system. This finding is supported by the t-statistic value of 2.670 which exceeds the critical value of 1.96 and the p-value of 0.008 which is smaller than the significance level of 0.05. which is much smaller than the significance level of 0.05.
2. Based on the results of the path coefficient calculation analysis in the previous

calculation, the User Friendly variable shows different results. With a t-statistic value of 1.887 and a p-value of 0.060, this hypothesis is not accepted because it does not meet the level of significance. This finding indicates that the User Friendly aspect has not significantly influenced the perception of system quality in this study.

3. Based on the results of the path coefficient calculation analysis in the previous calculation, the User Interface variable has a positive and significant effect on user satisfaction of the YouVersion E-Bible application. The results of the analysis show that this hypothesis is accepted, with a t-statistic value of 4.364 and a p-value of 0.000. Therefore, the first hypothesis stating that the User interface variable has a positive and significant effect on user satisfaction can be accepted.
4. Based on the results of the path coefficient calculation analysis in the previous calculation, the User Friendly variable has a positive and significant effect on user satisfaction of the YouVersion E-Bible application. This is reinforced by a t-statistic value of 2.213 which is greater than the critical value of 1.96 and a p-value of 0.027 which is smaller than the significance level of 0.05. Therefore, the first hypothesis stating that the User Friendly variable has a positive and significant effect on user satisfaction can be accepted.
5. Based on the results of the path coefficient calculation analysis in the previous calculation, System Quality affects User Satisfaction, but the results of the analysis show that this hypothesis cannot be accepted. This result can be seen from the t-statistic value of 0.400 which is smaller than the critical value of 1.96 and the p-value of 0.689 which is greater than the significance level of 0.05. Thus, the first hypothesis stating that the user interface variable affects system quality cannot be accepted.
6. Based on the results of the study by testing the first hypothesis, it can be explained that Security has a positive influence on customer behavior and it can be concluded that Security does not have a positive influence on the behavior of Shopee application users. This is evidenced by the original sample value of 0.129 with a significance level of less than 0.05 or 5% which is indicated by a p-value of 0.337, meaning that the relationship has no significant effect.
7. Based on the results of the path coefficient calculation analysis in the previous calculation, System Quality moderates the relationship between User Friendly and User Satisfaction, accepted with a t-statistic of 3.814 and a p-value of 0.000.

These results indicate that system quality plays a significant role in strengthening the relationship.

Based on the results of this research, the following theoretical and practical implications can be conveyed:

1. Theoretical Implications

This study provides theoretical contributions by adding new insights into the moderating role of user satisfaction in the relationship between user interface (UI) design and application system quality. These findings enrich the literature on digital application design, especially in the context of faith-based applications, which has not been widely studied before. This study also strengthens the theory that visual elements and application functionality significantly affect user experience and satisfaction. These findings emphasize the importance of integrating good UI design with user-friendly aspects to create superior system quality.

2. Concrete Implications

Application developers such as YouVersion can use the results of this study to improve interface design and user experience. A simple, aesthetic, and easy-to-understand interface design will increase user interaction with the application. It is important for developers to ensure that applications remain user-friendly by paying attention to ease of navigation, clarity of features, and speed of access. This can be done through routine user testing and periodic feedback collection. These implications are also relevant to other application developers who want to improve the quality of their systems. A good user experience will encourage wider application adoption and increase user loyalty.

2. Social Implications

The YouVersion E-Bible App has become an important tool for spiritual development for the Christian community in a social context. By improving user satisfaction and system quality, the app can contribute more to meeting the spiritual needs of its users. In addition, this study shows that digital technology can play an important role in supporting religious activities. This will enable similar applications in other fields.

Recommendations

• Recommendations for YouVersion App developers:

Developers should consider UI elements such as layout, color, typography, and icons to make the UI more understandable, attractive, and easy to use for everyone, including those who are new to digital technology. Then, app developers evaluate and update app features regularly to ensure that the app remains relevant to the evolving needs of users. Finally, app developers provide a direct feedback feature in the app, which allows users to provide comments on their experiences and helps developers understand more about user needs.

• Recommendations for Further Research

Further research can investigate additional factors such as user perceptions of app data security or socio-cultural factors that may affect user satisfaction, especially for religious apps. Furthermore, to obtain broader and more representative results, similar research can be conducted by expanding the scope of respondents, for example by including people from various geographical and cultural backgrounds. Finally, using qualitative methods to study user experiences in more depth and depth, provides a richer understanding of the impact of user interface elements and ease of use.

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