

THE ROLE MEDIATING OF TRUST IN THE EFFECT OF SERVICE QUALITY AND E-WOM ON REVISIT INTENTION AT COMMAND CENTRE 112, GRESIK REGENCY

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ABSTRACT

This study aimed to examine the effects of Service Quality and Electronic Word of Mouth (E-WOM) on Revisit Intention through Trust as a mediating variable in Command Centre 112 Gresik Regency. The study employed a quantitative approach, with data analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) through SmartPLS 4. The results showed that Service Quality had a positive but insignificant effect on Revisit Intention, while E-WOM had a positive and significant effect on Revisit Intention. Furthermore, Service Quality and E-WOM had positive and significant effects on Trust, whereas Trust had a positive but insignificant effect on Revisit Intention. The mediation analysis indicated that Trust did not significantly mediate the relationship between Service Quality and Revisit Intention or between E-WOM and Revisit Intention. These findings indicate that E-WOM plays a more prominent role in encouraging users' intention to reuse Command centre 112, while Service Quality contributes more significantly to building Trust. Therefore, the Government of Gresik Regency is encouraged to strengthen digital dissemination of information through community-based communication channels, particularly WhatsApp groups at the neighbourhood, hamlet, village, and sub-district levels, while continuously improving service quality to strengthen public trust and support the sustainable utilization of the 112 emergency services.

1. INTRODUCTION

Digital transformation in government governance has encouraged the development of public services that are faster, more effective, and more responsive. One of its implementations in Gresik Regency is the 112 Emergency Services, which is administered based on Minister of Communication and Informatics Regulation No. 10 of 2016 and Gresik Regent Regulation No. 21 of 2025. The service, which was officially launched on March 31st, 2021, has developed into Command Centre 112 through integration with 11 Regional Government Organizations (OPD) and was further strengthened on September 23rd, 2024. This integration aims to improve the speed and effectiveness of emergency response for the community.

The success of public services is determined not only by the government's ability to handle reports but also by user experiences, which may influence their decisions to reuse the services. Revisit intention refers to an individual's willingness to use a service again after having previously experienced it (Pai et al., 2020). Data from Command Centre 112 showed that the number of users who reused the service increased from 144 in the first semester of 2023 to 226 in the first semester of 2025. However, the proportion remained relatively low, ranging from only 0.07% to 0.09% of total calls. Meanwhile, the effectiveness of emergency call handling increased from 83.74% to 94.59%.

This condition indicated a gap between the improvement in service performance and the community's tendency to reuse the service.

Service quality is one of the factors that may influence revisit intention. Services that meet users expectations can create positive experiences and encourage them to reuse the services (Tjiptono, 2011; Prana & Setiawan, 2025). In addition, electronic word of mouth (E-WOM), which refers to information or reviews about a service disseminated through the internet, can shape public perceptions and decisions (Hasna & Irwansyah, 2019). Several studies found that service quality and E-WOM significantly influenced revisit intention (Prana & Setiawan, 2025; Dewi & Sukaatmadja, 2022), whereas other studies reported insignificant effects (Maisaroh & Umam, 2023; Wang et al., 2017; Satyarini, 2022).

These relationships may be strengthened by trust. In public services, trust is an important factor that encourages people to use government services (Nawawi, 2012). Previous studies have shown that trust influences revisit intention (Prakoso et al., 2020; Pujiastuti et al., 2017), while service quality and E-WOM may also contribute to the development of users' trust (Wantara & Irawati, 2021; Eren et al., 2023; Mohammed Abubakar, 2016). However, the inconsistent findings of previous studies indicate a research gap that requires further investigation.

Based on these phenomena and research gaps, this study aims to examine The Role Mediating of Trust in The Effect Of Service Quality And E-WOM on Revisit Intention At Command centre 112, Gresik Regency

2. LITERATURE RIVIEW

According to Gefen (cited in Yee & Faziharudean, 2010), trust consists of three indicators: integrity, benevolence, and competence. Integrity refers to the service provider's honesty, consistency, and ability to fulfil its promises. Benevolence reflects the service provider's willingness and concern to provide benefits and assistance to users. Meanwhile, competence refers to the service provider's ability to solve users' problems and fulfil their needs. Thus, user trust is formed through perceptions of the service provider's integrity, benevolence, and competence.

Furthermore, trust is closely related to how users perceive the quality of the services they receive. Parasuraman (1988) explained that service quality refers to the ability of a service to meet customers' needs and expectations. Service quality consists of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions reflect the service provider's ability to deliver reliable, prompt, secure, caring, and adequately supported services.

In addition to service quality, the experience of users and perceptions can also be reflected through digital communication among users. According to Mohammed Abubakar (2016), electronic word of mouth (e-WOM) refers to online customer communication through social media and internet platforms in the form of information, opinions, and experiences regarding a service. The indicators of e-WOM include reviews from other consumers, online recommendations, positive information, and confidence in online reviews. Therefore, e-WOM can serve as a source of information that contributes to shaping users' perceptions and confidence in a service.

Ultimately, perceptions of service quality, trust, and information obtained through e-WOM may influence users' intention to reuse a service. According to Lin (2014), revisit intention refers to the likelihood that customers will use the same service again in the future based on their evaluation of previous experiences. Revisit intention consists of intention to revisit, which refers to the intention to use the service again, and intention to recommend, which refers to the willingness to recommend the service to others. Thus, revisit intention reflects the behaviour of user responses after evaluating their

experiences and perceptions of a service they get.

3. METHODOLOGY

Data analysis was conducted after all data from the respondents had been collected. The process involved data classification, tabulation, descriptive presentation, and statistical analysis to address the research questions and test the proposed hypotheses.

This study employed the Partial Least Squares (PLS) method using SmartPLS software. PLS is a variance-based approach to Structural Equation Modelling (SEM), commonly referred to as PLS-SEM (Ghozali & Latan, 2020). This method was selected because it can accommodate complex research models and does not require normally distributed data. The PLS analysis consisted of two main stages: outer model evaluation to assess the measurement model and inner model evaluation to assess the structural model.

4. FINDING AND DISCUSSION

4.1 FINDING

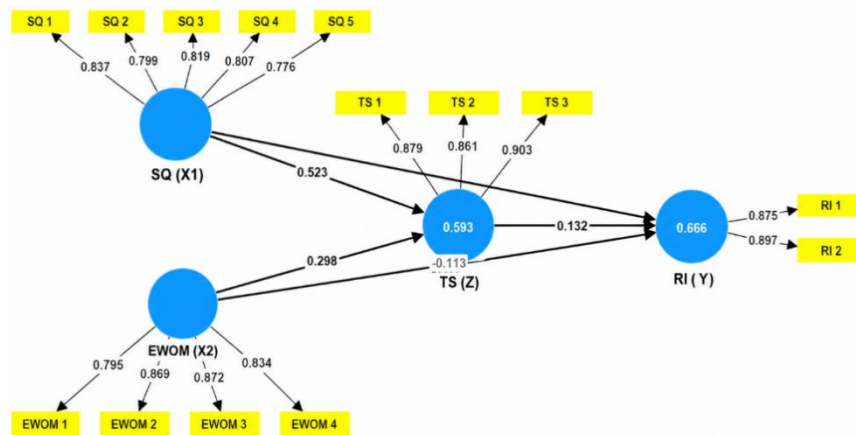


Figure 4.1 Conceptual Framework

4.1.1 OUTER MODEL

4.1.1.1 OUTER LOADING

Table 4.1 Outer Loading

	EWOM	SQ	RI	TS
EWOM1	0,795			
EWOM2	0,869			
EWOM3	0,872			
EWOM4	0,834			
SQ1		0,837		
SQ2		0,799		
SQ3		0,819		
SQ4		0,807		
SQ5		0,776		
RI1			0,875	
R12			0,897	
TS1				0,879
TS2				0,861
TS3				0,903

Source: Result of data procesing SmartPLS Report 2025

The convergent validity test showed that all indicators for Service Quality (SQ), Electronic Word of Mouth (E-WOM), Revisit Intention (RI), and Trust (TS) had outer loading values above 0.700. Therefore, all indicators met the criteria for convergent validity and were considered valid and suitable for further analysis.

4.1.1.2 CRONBACH'S ALPHA VALUE

Table 4.2 Cronbach's Alpha Value

Variable	Cronbach's Alpha
Service Quality (SQ)	0,864
Electronic Word of Mouth (EWOM)	0,867
Revisit Intention (RI)	0,727
Trust (TS)	0,855

Source: Result of data processing SmartPLS Report 2025

Based on the table, all research variables had Cronbach's Alpha values above 0.700, indicating that each variable met the required reliability criteria. Consistent results across the three reliability measures outer loadings, Composite Reliability (CR), and Cronbach's Alpha confirmed that all constructs in the research model satisfied the criteria for internal consistency reliability. Therefore, the constructs demonstrated good measurement reliability and were suitable for further analysis.

4.1.1.3 COMPOSITE REABILITY

Table 4.3 Composite Reliability

Variable	Composite Reliability
Service Quality (SQ)	0,867
Electronic Word of Mouth (EWOM)	0,870
Revisit Intention (RI)	0,731
Trust (TS)	0,857

Source: Result of data processing SmartPLS Report 2025

Based on the table, all research variables had Composite Reliability (CR) values above 0.700. According to the criteria proposed by Ghazali and Latan (2020), a construct was considered reliable when its Composite Reliability value exceeded 0.700. These results indicated that all variables met the required criteria for composite reliability and demonstrated a high level of reliability.

4.1.1.4 AVERAGE VARIANT EXTRACTED (AVE) VALUE

Table 4.4 Average Variant Extracted (AVE) Value

Variable	Average Variant Extracted (AVE)
Service Quality (SQ)	0,711
Electronic Word of Mouth (EWOM)	0,653
Revisit Intention (RI)	0,785
Trust (TS)	0,776

Source: Result of data processing SmartPLS Report 2025

Based on the table, all research variables had Average Variance Extracted (AVE) values above 0.500. This indicated that each variable met the required criteria for convergent validity. Therefore, all constructs demonstrated adequate AVE values and were considered valid and suitable for further analysis.

4.1.1.5 CROSS LOADINGS DISCRIMINANT VALIDITY

Table 4.5 Discriminant Validity

	EWOM	SQ	RI	TS
EWOM 1	0,795	0,594	0,641	0,504
EWOM 2	0,869	0,594	0,679	0,572
EWOM 3	0,872	0,662	0,659	0,640
EWOM 4	0,834	0,642	0,575	0,588
SQ 1	0,549	0,837	0,547	0,606
SQ 2	0,605	0,799	0,632	0,571
SQ 3	0,567	0,819	0,592	0,618
SQ 4	0,602	0,807	0,568	0,703
SQ 5	0,676	0,776	0,508	0,479
RI 1	0,640	0,598	0,875	0,569
RI 2	0,701	0,654	0,897	0,622
TS 1	0,583	0,652	0,586	0,879
TS 2	0,555	0,625	0,595	0,861
TS 3	0,667	0,686	0,599	0,903

Source: Result of data processing SmartPLS Report 2025

The loading value of X1 on Service Quality (SQ) was 0.837, which was higher than its loading values on E-WOM (0.569), Trust (0.606), and Revisit Intention (RI) (0.547). This indicated that X1 was more strongly associated with the Service Quality (SQ) construct.

Similarly, the loading value of X2 on E-WOM was 0.795, which was higher than its loading values on Service Quality (SQ) (0.5947), Trust (0.504), and Revisit Intention (RI) (0.641). Therefore, X2 was more strongly associated with the E-WOM construct. Since the loading values were generally above 0.500, the indicators were considered to have adequate discriminant validity and were suitable for further analysis.

4.1.1.6 FORNELL-LARCKER CRITERION

Table 4.6 Fornell-Larcker Criterion

	EWOM	SQ	RI	TS
EWOM	0,843			
SQ	0,739	0,808		
RI	0,758	0,708	0,886	
TS	0,685	0,743	0,673	0,881

Source: Result of data processing SmartPLS Report 2025

Based on the table, the *Electronic Word of Mouth (E-WOM)* construct had an AVE value of 0.843, which was higher than the corresponding values of the other constructs. The Service Quality (SQ) construct had an AVE value of 0.808, while Revisit Intention (RI) and Trust (TS) had AVE values of 0.886 and 0.881, respectively. These results indicated that each construct demonstrated an adequate level of discriminant validity and met the required criteria. Therefore, all constructs in the research

model were considered valid and acceptable for further analysis.

4.1.2 INNER MODEL

4.1.2.1 COLLINEARITY STATISTICS (VIF)

Table 4.7 Collinearity Statistics

	VIF
EWOM 1	1,726
EWOM 2	2,317
EWOM 3	2,315
EWOM 4	2,037
SQ 1	2,256
SQ 2	1,891
SQ 3	2,021
SQ 4	1,866
SQ 5	1,870
RI 1	1,485
RI 2	1,485
TS 1	2,160
TS 2	1,954
TS 3	2,401

Source: Result of data processing SmartPLS Report 2025

Based on the table, all indicators had Variance Inflation Factor (VIF) values below 3.000, indicating that they were within the ideal threshold. This result confirmed the absence of excessive multicollinearity among the variables, indicating that the model was free from significant multicollinearity issues.

4.1.2.2 T-STATISTIC AND P-VALUES, DIRECT EFFECT

4.8 Table Direct Effect

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
SQ -> RI	0,226	0,242	0,142	1,591	0,112
EWOM -> RI	0,461	0,456	0,100	4,617	0,000
TS -> RI	0,190	0,171	0,135	1,407	0,159
SQ -> TS	0,523	0,516	0,147	3,562	0,000
EWOM -> TS	0,298	0,305	0,149	2,006	0,045

Source: Result of data processing SmartPLS Report 2025

Based on the Path Coefficients, T-statistics, and P-values presented in Table 4.15, the results of the hypothesis testing were as follows:

H1: Service Quality (SQ) → Revisit Intention (RI)

The results showed that Service Quality had a positive but insignificant effect on Revisit Intention. The T-statistic was 1.591, which was below the critical value of 1.960, with a P-value of $0.112 > 0.05$. Therefore, H1 was rejected.

H2: Electronic Word of Mouth (E-WOM) → Revisit Intention (RI)

The results indicated that E-WOM had a positive and significant effect on Revisit Intention. The original sample value was 0.461, with a T-statistic of 4.617, which exceeded 1.960, and a P-value of $0.000 < 0.05$. Therefore, H2 was accepted.

H3: Trust (TS) → Revisit Intention (RI)

The results showed that Trust had a positive but insignificant effect on Revisit Intention. The original sample value was 0.190, with a T-statistic of 1.407, which was below 1.960, and a P-value of $0.159 > 0.05$. Therefore, H3 was rejected.

H4: Service Quality (SQ) → Trust (TS)

The results indicated that Service Quality had a positive and significant effect on Trust. The original sample value was 0.523, with a T-statistic of 3.562, which exceeded 1.960, and a P-value of $0.000 < 0.05$. Therefore, H4 was accepted.

H5: Electronic Word of Mouth (E-WOM) → Trust (TS)

The results showed that E-WOM had a positive and significant effect on Trust. The original sample value was 0.298, with a T-statistic of 2.006, which exceeded 1.960, and a P-value of $0.045 < 0.05$. Therefore, H5 was accepted.

4.1.2.3 T-STATISTIC AND P-VALUES, INDIRECT EFFECT

Table 4.9 Indirect Effect

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
EWOM -> RI -> TS	0,057	0,059	0,058	0,980	0,327
SQ -> RI -> TS	0,099	0,082	0,071	1,403	0,161

Source: Result of data procesing SmartPLS Report 2025

H6: The Effect of Service Quality (SQ) on Revisit Intention (RI) Mediated by Trust (TR)

The bootstrapping results show that the indirect effect of Service Quality on Revisit Intention through Trust has a t-statistic of 1.403 and a p-value of 0.161 (> 0.05). Therefore, Trust does not significantly mediate the relationship between Service Quality and Revisit Intention. Thus, H6 is rejected.

H7: The Effect of Electronic Word of Mouth (E-WOM) on Revisit Intention (RI) Mediated by Trust (TR)

The bootstrapping results indicate that the indirect effect of E-WOM on Revisit Intention through Trust has a t-statistic of 0.980 and a p-value of 0.327 (> 0.05). Therefore, Trust does not significantly mediate the relationship between E-WOM and Revisit Intention. Thus, H7 is rejected.

4.1.3 EVALUATION GOODNESS OF MODEL FIT

4.1.3.1 R SQUARE VALUE

Table 4.10 R Square Value

	R-square	R-square adjusted
RI	0,637	0,626
TS	0,593	0,585

Source: Result of data processing SmartPLS Report 2025

Based on the structural model evaluation presented in Table 4.19, the R-Square value for Revisit Intention (RI) is 0.637 (63.7%), indicating that the independent variables in the model explain 63.7% of the variance in Revisit Intention.

Meanwhile, the R-Square value for Trust (TS) is 0.593 (59.3%), indicating that the independent variables explain 59.3% of the variance in Trust. The remaining 40.7% for RI and 40.7% for Trust are explained by other factors outside the model and the error term.

4.1.3.2 GOODNESS OF FIT

Table 4.11 Goodness of Fit

	Saturated model	Estimated model
SRMR	0,064	0,064
d_ULS	0,433	0,433
d_G	0,306	0,306
NFI	0,813	0,813

Source: Result of data processing SmartPLS Report 2025

a. Standardized Root Mean Square Residual (SRMR)

SRMR measures the difference between the observed and model-implied correlations. A value below 0.08 indicates a good fit, while values below 0.10 are generally considered acceptable. The SRMR value of 0.064 indicates that the model has an acceptable and good fit.

b. Exact Fit Criteria (d_ULS and d_G)

The exact fit criteria assess the difference between the empirical and model-implied correlation matrices. The results show d_ULS and d_G values of 0.433 and 0.306, respectively, indicating that the model demonstrates an acceptable fit based on the obtained results.

c. Normed Fit Index (NFI)

NFI ranges from 0 to 1, with values closer to 1 indicating better model fit. The NFI value of 0.813 indicates an acceptable level of model fit, although it remains below the commonly recommended threshold of 0.90.

4.1.3.3 PLS PREDICT

Table 4.12 PLSpredict

	Q ² predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE	IA_RMSE	IA_MAE
TS 1	0.419	0.377	0.303	0.393	0.318	0.494	0.387
TS 2	0.384	0.355	0.284	0.364	0.288	0.452	0.362
TS 3	0.493	0.324	0.254	0.330	0.262	0.455	0.359
RI 1	0.412	0.349	0.281	0.377	0.298	0.455	0.346
RI 2	0.498	0.344	0.258	0.353	0.264	0.485	0.354

Source: Result of data processing SmartPLS Report 2025

Based on the table, the RMSE and MAE values for the Trust and Revisit Intention indicators are relatively low. Therefore, the predictive performance of the model for these indicators can be considered good and acceptable.

4.2. DISCUSSION

4.2.1 The Effect of Service Quality on Revisit Intention

The first hypothesis (H1) examined the effect of Service Quality on Revisit Intention. The results showed a positive but insignificant relationship, with an original sample value of 0.226, a T-statistics value of 1.591, and a P-values value of 0.112. Since the T-statistics value was below 1.960 and the P-values value exceeded 0.05, H1 was rejected. Thus, Service Quality did not have a significant direct effect on users' Revisit Intention toward Command Center 112 in Gresik Regency.

This finding indicates that although users perceived better service quality positively, it was not sufficient to significantly encourage them to reuse the emergency service. This result may reflect the unique characteristics of Command Center 112 as an emergency public service. Unlike commercial or hospitality services, the decision to access an emergency service is primarily determined by the urgency and occurrence of an emergency situation rather than by the quality of service experienced previously. This finding is consistent with Maisaroh & Umam (2023), Putri (2022), and Nurhikmah et al. (2024), but differs from Suak et al. (2024), Miasita et al. (2023), and Riyanti et al. (2020), which found a significant relationship between Service Quality and Revisit Intention.

4.2.2 The Effect of Electronic Word of Mouth on Revisit Intention

The second hypothesis (H2) examined the effect of Electronic Word of Mouth (E-WOM) on Revisit Intention. The results demonstrated a positive and significant effect, with a T-statistics value of 4.617 and a P-values value of 0.000. Therefore, H2 was accepted. The finding indicates that information, reviews, recommendations, and experiences shared by other users through digital platforms can significantly encourage people to reuse Command Center 112 services.

The significant effect of E-WOM suggests that users' experiences communicated through digital networks can become an important source of social information when people evaluate the usefulness and reliability of emergency services. Positive experiences shared by other members of the community may strengthen users' willingness to access the service again when needed. This finding also extends the application of E-WOM concepts from commercial settings to the context of public emergency services. The result is consistent with Dewi & Sukaatmadja (2022), Massie (2016), and Sisman & Muskita (2021), but is not consistent with Wang et al. (2017) and Satyarini (2022).

4.2.3 The Effect of Trust on Revisit Intention

The third hypothesis (H3) examined the effect of Trust on Revisit Intention. The analysis produced an original sample value of 0.190, indicating a positive relationship. However, the T-statistics value was only 1.407 and the P-values value was 0.159. Since the T-statistics value was below 1.960 and the P-values value was greater than 0.05, H3 was rejected. Therefore, Trust did not have a statistically significant direct effect on Revisit Intention.

This finding suggests that trust alone does not determine the intention to reuse Command Center 112. In the context of emergency services, users generally contact the service because of an immediate need or emergency condition. Consequently, functional considerations, such as the availability of assistance, response speed, and the ability to handle emergency situations, may be more important than prior perceptions of institutional trust. This result is consistent with Fang et al. (2011), Dhewi & Setyawan (2023), Chandra et al. (2023), and Laora et al. (2021), but differs from Prakoso et al. (2020) and Pujiastuti et al. (2017), which found that Trust significantly affected Revisit Intention.

4.2.4 The Effect of Service Quality on Trust

The fourth hypothesis (H4) examined the effect of Service Quality on Trust. The results showed a positive and significant relationship, with an original sample value of 0.523, a T-statistics value of 3.562, and a P-values value of 0.000. Because the T-statistics value exceeded 1.960 and the P-values value was below 0.05, H4 was accepted. Therefore, Service Quality significantly contributed to the formation of public Trust in Command Center 112.

This finding demonstrates that users' perceptions of service performance play an important role in establishing confidence in the emergency service provider. Reliable service delivery, prompt responses, accurate handling of reports, and empathetic interaction with users can strengthen perceptions that the service provider is capable and dependable. Thus, improving service quality is not only important for operational performance but also for strengthening public trust. This finding is consistent with Wantara and Irawati (2021), Eren et al. (2023), and Sinergi & Pelayanan (2024), but differs from Suhud and Zakiah (2024), which reported that Service Quality did not significantly affect Trust.

4.2.5 The Effect of Electronic Word of Mouth on Trust

The fifth hypothesis (H5) examined the effect of E-WOM on Trust. The results showed a positive and significant effect, with an original sample value of 0.298, a T-statistics value of 2.006, and a P-values value of 0.045. Since the T-statistics value exceeded 1.960 and the P-values value was below 0.05, H5 was accepted. Therefore, E-WOM significantly contributes to the formation of public Trust in Command Center 112.

This finding indicates that information and experiences shared by users through digital platforms can influence how the public evaluates the credibility and reliability of emergency services. Positive experiences from other community members may provide social validation and reduce uncertainty regarding the performance of the service. In this context, E-WOM functions not only as a communication mechanism but also as a means of strengthening public confidence through shared user experiences. This finding supports Mohammed Abubakar (2016), Devi Aprilia et al. (2019), Sanjaya et al. (2021), Mei et al. (2024), and Putra & Sary (2024), but differs from Kadang and Berlianto (2022).

4.2.6 The Mediating Effect of Trust on the Relationship between Service Quality and Revisit Intention

The sixth hypothesis (H6) examined whether Trust mediates the relationship between Service Quality and Revisit Intention. The bootstrapping results showed an indirect effect with a T-statistics value of 1.403 and a P-values value of 0.161. Since the T-statistics value was below 1.960 and the P-values value exceeded 0.05, H6 was rejected. Therefore, Trust did not significantly mediate the relationship between Service Quality and Revisit Intention.

This finding indicates that although Service Quality significantly affects Trust, this effect does not continue through Trust to significantly influence Revisit Intention. In other words, improvements in service quality may strengthen public trust, but such trust does not necessarily lead users to intend to reuse the emergency service. This may be explained by the nature of Command Center 112, where reuse is primarily associated with the occurrence of future emergency situations rather than with users' evaluation of service quality. The finding is consistent with Salma (2025) and Putri (2022), but differs from Priscillia & Budiono (2020), which found a significant indirect effect of Service Quality on Revisit Intention through Trust.

4.2.7 The Mediating Effect of Trust on the Relationship between Electronic Word of Mouth and Revisit Intention

The seventh hypothesis (H7) examined whether Trust mediates the relationship between E-WOM and Revisit Intention. The bootstrapping analysis resulted in a T-statistics value of 0.980 and a P-values value of 0.327. Since the T-statistics value was below 1.960 and the P-values value exceeded 0.05, H7 was rejected. Thus, Trust did not significantly mediate the relationship between E-WOM and Revisit Intention.

The finding indicates that the influence of E-WOM on Revisit Intention occurs directly rather than through Trust. Users may rely on information and experiences shared by others when considering whether to reuse Command Center 112, without necessarily developing a level of institutional trust that subsequently determines their reuse intention. This result emphasizes that E-WOM may function as a direct source of social information in the context of emergency public services. The finding is consistent with Aprilia & Evangelista (2024), Vidya et al. (2024), and Bogdan et al. (2025), which found that Trust did not mediate the relationship between E-WOM and Revisit Intention, but differs from Bismark (2023).

5. CONCLUSION AND IMPLICATIONS

5.1 Conclusion

Based on the findings and discussion, it can be concluded that Service Quality has a positive but insignificant effect on Revisit Intention, while Electronic Word of Mouth (E-WOM) has a positive and significant effect on Revisit Intention. Furthermore, Trust has a positive but insignificant effect on Revisit Intention, whereas both Service Quality and E-WOM have positive and significant effects on Trust. However, Trust does not significantly mediate the effects of either Service Quality or E-WOM on Revisit Intention. Overall, the findings indicate that E-WOM plays a more significant role in encouraging users' intention to reuse Command Center 112, while Trust functions primarily as an outcome of Service Quality and E-WOM rather than as a significant determinant or mediating variable of Revisit Intention.

5.2 Theoretical Implications

For future researchers, further studies are recommended using different research methods, broader geographical coverage, and additional or more specific endogenous, exogenous, and mediating variables related to Revisit Intention in Command Center 112 Gresik Regency. For universities, the findings of this study can serve as academic literature and references for future research on Service Quality, Electronic Word of Mouth (E-WOM), Trust, and Revisit Intention.

5.3 Practical Implications

The Government of Gresik Regency is recommended to optimize the dissemination of information about Command Center 112 through community-based digital channels, particularly WhatsApp groups at the RT/RW, hamlet, village, and subdistrict levels. In addition, improving and maintaining service quality is essential to strengthen public trust and support the continued use of the 112 emergency service.

5.4 Research Limitations

This study is limited to users of Command Center 112 in Gresik Regency, which may limit the generalizability of the findings to other regions or public emergency services. The study also focuses only on Service Quality, Electronic Word of Mouth (E-WOM), Trust, and Revisit Intention, while other factors that may influence user's intention to reuse the service were not examined. In addition,

the data were based on respondents' perceptions and self-reported experiences, which may be influenced by individual experiences and subjective assessments.

5.5 Suggestion for Future Research

Future research is encouraged to examine Command Center 112 or similar emergency services in different regions and to include other variables, such as user satisfaction, perceived usefulness, service responsiveness, perceived risk, and service experience. Considering that E-WOM was found to have a significant effect on Revisit Intention, future studies may also explore the role of E-WOM in greater depth, including its credibility, source, and content. A qualitative or longitudinal approach may further provide deeper insights into users' actual experiences and intentions to reuse emergency public services.

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