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Usability Builds Employee Trust: Internal Digital Marketing and Security of Embassy Archives

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A B S T R A C T

Organisations increasingly run daily work through their own digital platforms, yet little evidence shows how the quality of these platforms affects employees' experience, engagement and trust. This study looks at SI-ADEK, an intranet-based application that an Indonesian diplomatic mission uses to digitise its economic archives. Using an explanatory quantitative design, it retheorises the three dimensions of WebQual 4.0 as drivers of human resource technology outcomes: usability quality as Employee Experience, information quality as Digital Engagement, and service interaction quality as System Trust. All 45 employees took part in a census. They completed standardised task scenarios and then a 15-item questionnaire, and we analysed the answers with partial least squares structural equation modelling. The measurement model passed the reliability and validity criteria. Employee Experience had a positive and significant effect on System Trust. Digital Engagement had a positive but non-significant effect. Together they explained 61.8% of the variance in System Trust. Through Herzberg's two-factor theory, information quality looks like a hygiene factor, not a trust-building motivator. In a mandatory, closed intranet, usability builds trust, so organisations should invest in it first.

Key word: Employee Experience, Internal Digital Marketing, Digital Engagement, System Trust, WebQual 4.0

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INTRODUCTION

Digitalisation continues to advance in business and governmental establishments, and diplomats' agencies are not an exception to that trend. Information systems are required not only to function but also to be comfortable for the civil servants working with them (Moganadas & Goh, 2022; Raksakhwamdee et al., 2026). Presidential Regulation Number 95/2018 concerning the SPBE (Electronic Based Government System) system has made archiving digitization a national issue. However, its implementation has been inconsistent due to poor coordination, lack of skill sets and infrastructure, and cultural objections (Habsana et al., 2026). However, a regulation cannot be regarded as empirical evidence. In addition, not many studies verify whether systems put in place in SPBE enhance employees' experience, engagement, and trust; and digital archiving is much more frequently

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discussed as a publicsector management issue than an employee issue (Damanik et al., 2024). This divide is evident in diplomatic organizations in which closed, standalone intranet networks without any connection to the internet perform everyday functions.

Consider the case of the Embassy of the Republic of Indonesia in Cairo. In pre-SI-ADEK times, all economic documents, diplomatic communications, and cooperation documents were stored physically in filing cabinets and shared folders, and the process of getting them took time. First of all, it reduced efficiency. Secondly, there were some small but inevitable problems that management made in the work of employees repeatedly, which resulted in lack of good employee experiences (EX) . SI-ADEK was created for solving this problem. It is an intranet-based web application powered by PostgreSQL and Python/Django. It gets new archive streams, converts documents from paper format to electronic, restricts access based on classification using RBAC, and distributes the documents via Secure Viewer with dynamic watermarking.

In recent years, researchers have linked information, system and service quality, along with trust, through PLS-SEM analysis to user satisfaction and future usage of public electronic services (Hidayat Ur Rehman et al., 2023; Rahman & Pangendra, 2022). The majority of these studies only consider citizens and website visitors. The only study that examines employees is about trust for over time in an invoice processing system, and it does not retheorise any WebQual dimension (Müller et al., 2024).

This evaluation draws on WebQual 4.0, which evaluates a website by means of Usability Quality, Information Quality and Service Interaction Quality. We transfer this customer-centered approach into the context of an organisation, whereby “users” refer to employees who cannot switch platforms (Mardiana, 2023). There have been recent studies, which have established a relationship between website quality and users’ satisfaction (Fitrah et al., 2023; Murdoko & Jatnika, 2024; Putri & Achyani, 2024). We understand the three qualities within the context of Internal Digital Marketing and HR Tech. From this perspective, a comprehensive digital platform becomes a product, developed for internal employees as its customers, while the system as a whole becomes a value proposition (Baca & Reshidi, 2023). The issue that concerns us is whether employees are satisfied with the system, use it consistently and believe in it.

Employees' Experience (EX) is the way that employees view their encounters with technology in the workplace. Usability and response time of digital tools influence engagement, motivation, and productivity (Moganadas & Goh, 2022; Raksakhwamdee et al., 2026). The Usability Quality dimension represents the driving force behind EX: navigation, learnability, clarity of the interface and comfortable interaction. The Digital Engagement (DE) measures how willing employees are to use the platform rather than resort to manual workarounds. Information Quality supplies DE with this incentive.

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Relevant search results, detailed metadata and readable scans provide employees with a tangible incentive to consider the platform their primary source of information; therefore, we extract DE from the Information Quality dimension. System Trust (ST) refers to employees' confidence that the platform will not disclose, leak or abuse sensitive documents without proper authorization. As perceived privacy and security are key to establishing such confidence in e-government (Gupta et al., 2025), we assign the Service Interaction Quality dimension to System Trust and Digital Security. According to Herzberg's two-factor theory, hygiene factors ensure that employees are not dissatisfied but do not motivate them, whereas motivators do (Jaffar et al., 2024).

This study aims to achieve three research purposes. The first one deals with Employee Experience through Usability Quality of SI-ADEK. The second research purpose explores the relationship of Information Quality in increasing the Digital Engagement of the Embassy's employees. The last purpose is about exploring the relationship between Service Interaction Quality and System Trust that includes digital security, and also testing the validity and reliability of the modified WebQual 4.0 tool. In this way, the WebQual 4.0 framework is expanded by using its constructs to drive the outcomes of HR Technology, as well as giving an evidence-based evaluation of the system for the Embassy. The novelty of the study lies in the integration of WebQual 4.0 and the Internal Digital Marketing view, along with the outcomes of HR Technology. Past WebQual 4.0 research has examined websites that public Web users have decided to visit. For the purposes of this study, the three dimensions of WebQual 4.0 are seen as the catalysts which drive employee experience, digital engagement and system trust for a closed mandatory internal system. The employees are regarded as the internal customers of the system, and therefore the system's quality is judged by the quality of service it offers to its own staff.

RESEARCH METHODS

Type of Research, Population, and Sample

The research design employed in this study is explanatory quantitative research design (Creswell & Creswell, 2018). This is due to the nature of the objectives of the study which require that the quality perceptions by the employees of SI-ADEK should be quantitatively measured. Explanatory research design is used because it tests hypothesis for causation of the relationships between Employee Experience, Digital Engagement, and System Trust. Descriptive research design would not do this. The data were collected in 2026.

The population consists of all the Embassy staff that had direct interaction with SI-ADEK during the course of the evaluation. Some were responsible for managing the economic archives in their job role and some were included in the standardized task scenarios as cross-functional staff members. In this case, census was the most suitable choice of population definition and approach (Sekaran & Bougie,

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2016) because it was possible to survey each and every eligible individual. The total number of respondents is 45 people; 6 core users of the Economic Department who regularly manage archives and 39 cross-functional staff as first-time evaluators.

The number of respondents influences the type of analysis to be performed. In total, 45 respondents is a small number, however, it was not chosen by anyone; it is all the people who use the system, and thus the sample cannot be larger than that because only internal respondents can be used. There are no assumptions on the distribution of the dataset in PLS-SEM, and such methodology has been widely applied to datasets of this size (Hair & Alamer, 2022; Sarstedt et al., 2022). However, a small size alone is no excuse for choosing the methodology (Guenther et al., 2023); thus, adequacy was evaluated using the inverse square root test (Hair et al., 2022). For a 5% level of significance and 80% power of the conservative test, 19 respondents would suffice to detect a path of 0.582, while 95 respondents would be needed for a path of 0.256, which corresponds to 69 to 100 respondents for coefficients of 0.21 to 0.30 (Hair & Alamer, 2022).

Primary data were obtained using a structured questionnaire with Likert-type scale items, retheorized from WebQual 4.0 instrument (Mardiana, 2023; Putri & Achyani, 2024). The collection process took place in two stages. At the first one, respondents were completing standardized task-based scenarios in SI-ADEK, which included performing actions related to two major features of the tool: uploading scanned images of hard copies along with metadata and searching for archived documents based on keywords and opening them in Secure Viewer with dynamic watermark overlay. Tasks are a better basis for answering the questions compared to respondents' overall impressions about the system since the use of this type of scenarios in conjunction with WebQual 4.0 was proven in similar researches (Fitrah et al., 2023). During the second stage, respondents completed the paper questionnaire immediately after the completion of tasks. For the 39 non-core respondents the task scenario took about 10 minutes and the questionnaire about 15-20 minutes so a session was roughly 30 minutes. Some respondents were in individual sessions and some in small groups and the first author was with each session to explain the procedure. This was a short session to minimise respondent fatigue and having people answer straight after the tasks meant they could draw on the fresh experience rather than on memory. Fifteen items are scored on a 5-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sekaran & Bougie, 2016). Table 1 presents each item and its corresponding WebQual 4.0 dimension, retheorized construct and reference. The wording of each item is validated in WebQual 4.0; only the names of constructs were retheorized.

This research did not have any formal ethical approval. This research had a questionnaire survey and an evaluation of internal systems; thus, the Embassy verbally approved the data collection process. The respondents filled out the questionnaire during the evaluation of the internal systems.

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Table 1. Research Instrument Mapping

Code	Dimension	Item	Construct	Indicator	Reference
UQ1	Usability	SI-ADEK is easy to operate for daily archive management work.	EX	Ease of Use	(Fitrah et al., 2023)
UQ2	Usability	Menu layout and navigation are clear; moving between pages is easy.	EX	Interface Clarity	(Moganadas & Goh, 2022)
UQ3	Usability	SI-ADEK makes uploading scanned retrospective archives and entering metadata easy.	EX	Task Facilitation	(Moganadas & Goh, 2022)
UQ4	Usability	SI-ADEK can be learned quickly without lengthy training.	EX	Learnability	(Putri & Achyani, 2024)
UQ5	Usability	The interface is comfortable for extended use and feels responsive on the intranet.	EX	Interaction Comfort	(Raksakhwamdee et al., 2026)
IQ1	Information	Document search results are accurate and match the keywords entered.	DE	Content Accuracy	(Mardiana, 2023)
IQ2	Information	Metadata (title, date, classification) is complete and clear.	DE	Information Completeness	(Rahman & Pangendra, 2022)
IQ3	Information	Scanned retrospective documents remain clear and legible.	DE	Content Reliability	(Damanik et al., 2024)
IQ4	Information	Information and document formatting is easy to understand and well organised.	DE	Usable Presentation	(Damanik et al., 2024)
IQ5	Information	Information can be relied upon as a reference for reports and analyses.	DE	Perceived Reliance/Value	(Rahman & Pangendra, 2022)
SIQ1	Service Interaction	The system feels secure because it runs on a closed, isolated intranet.	ST	Network Assurance	(Gupta et al., 2025)
SIQ2	Service Interaction	Only authorised staff can open certain documents (RBAC).	ST	Access Control Confidence	(Hooda et al., 2023)
SIQ3	Service Interaction	The Secure Viewer provides security for classified documents.	ST	Confidentiality Assurance	(Gupta et al., 2025)
SIQ4	Service Interaction	The dynamic watermark reassures traceability and confidentiality.	ST	Accountability/ Traceability	(Hidayat Ur Rehman et al., 2023)
SIQ5	Service Interaction	SI-ADEK overall can be trusted as a diplomatic archive management system.	ST	Overall System Trust	(Müller et al., 2024)

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Source: Authors, adapted from WebQual 4.0 studies (Fitrah et al., 2023; Mardiana, 2023).

Table 2 depicts the re-theorized dimensions of WebQual 4.0. The first dimension of Usability Quality influences the exogenous construct of Employee Experience (X1), whereas Information Quality and Service Interaction Quality influence the constructs of Digital Engagement (X2) and System Trust and Digital Security (Y) respectively. EX and DE are exogenous constructs, whereas System Trust (ST) is an endogenous construct.

Table 2. Retheorisation of WebQual 4.0 Dimensions

Original WebQual 4.0 Dimension	Retheorised Construct	Code	Representative Sources
Usability Quality	Employee Experience (EX)	X1	(Moganadas & Goh, 2022; Raksakhwamdee et al., 2026)
Information Quality	Digital Engagement (DE)	X2	(Mardiana, 2023; Rahman & Pangendra, 2022)
Service Interaction Quality	System Trust & Digital Security (ST)	Y	(Hooda et al., 2023; Müller et al., 2024)

Source: Authors, adapted from WebQual 4.0 studies (Fitrah et al., 2023; Mardiana, 2023).

The analysis was carried out in SmartPLS 3 using Partial Least Squares Structural Equation Modelling (PLS-SEM) due to three main reasons. Firstly, it does not assume any multivariate normality. Secondly, it can work on relatively small sample size as long as the adequacy of such sample is confirmed (Guenther et al., 2023). Thirdly, PLS-SEM simultaneously estimates both the measurement and the structural models, not considering each item in the questionnaire as being interchangeable with its construct (Hair & Alamer, 2022); the model includes two exogenous constructs and one endogenous construct, each having five reflective indicators.

In this way, we assessed the model in two phases, in the typical order for PLS-SEM reporting (Hair & Alamer, 2022; Sarstedt et al., 2022). The first one was the measurement (outer) model. Outer loadings revealed the reliability of indicators, Cronbach's alpha, ρA, and composite reliability indicated the internal consistency, and the average variance extracted (AVE) revealed the convergent validity. The critical thresholds were 0.70 for loadings, 0.70-0.95 (less than 0.95) for the reliability coefficients and 0.50 for AVE (Hair & Alamer, 2022). As for the discriminant validity, we applied the Fornell-Larcker criterion and heterotrait-monotrait ratio of correlations (HTMT). In the case of HTMT, the cut-off point is 0.85 (conservative) and 0.90 (liberal) for conceptually similar constructs (Hair & Alamer, 2022). The second phase was the structural (inner) model. Explained variance (R^2 and adjusted R^2), effect sizes (f^2) and path coefficients were considered. PLS-SEM does not assume any specific distribution. Therefore, the significance of paths from EX and DE to ST was checked using bootstrap-ping (1,000 resamples) which provided standard errors, t-statistics and p-values (Becker et al., 2023).

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It was regarded as significant if the p-value was less than 0.05.

Hypotheses

H1: Employee Experience positively and significantly influences System Trust.

H2: Digital Engagement is positively and significantly associated with System Trust.

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

The census of the Research Methods included all 45 possible SI-ADEK users in the Embassy. Six respondents (13.3%) are from the Economic Department; they work with the archives daily uploading scanned retrospective documents, entering metadata and retrieving documents for reports. Thirty-nine respondents (86.7%) are from other units in the mission and learned about SI-ADEK from the task scenarios provided prior to taking the questionnaire. Hence, the most of the responses were obtained from the users that received only one training lesson on how to work with the system and six core users provide a comparison based on extensive experience (Table 3). There is no need to record any other demographic information apart from the position of the staff member since all of them were surveyed and no sampling was used. In this case, task role is the only relevant respondent characteristic.

Table 3. Respondent Composition

Respondent Group	n	%
Core Economic Department Staff	6	13.3
Cross-Functional Staff (First-Time Evaluators)	39	86.7
Total	**45**	**100.0**

Source: Primary data, 2026

Measurement Model Evaluation

The outer model was assessed prior to the structural model based on the two-stage reporting procedure for PLS-SEM (Hair & Alamer, 2022). The results of the outer loading and the reliability and convergence validity are presented in Table 4. The 15 outer loadings were found above 0.70 from SIQ3 (0.701) to IQ2 (0.984). In addition, the AVE is above 0.50 for all three constructs: 0.623 for EX, 0.856 for DE, and 0.610 for ST. This means that the variance explained by the indicators of each construct is higher than the errors and convergent validity was achieved. All three constructs have Cronbach's alpha, ρA, and composite reliability higher than 0.70, which means that there is consistency in responses within each construct. DE has the highest internal consistency (alpha = 0.957, composite reliability = 0.967). All the values are above 0.95 which may indicate redundant items (Hair et al., 2022). The five items were all retained as each one represents a different dimension of information quality as defined

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in WebQual 4.0 (Table 1) i.e. search accuracy, metadata completeness, scan legibility, presentation and reliance for reporting. Removing any one of the items would have resulted in a significantly narrower construct than that which is derived from a validated instrument. The highest level of overlap is between IQ2 and IQ3. In SI-ADEK metadata entry and scanning occur in the same upload step so respondents will tend to rate those two as one outcome of that step. The high reliability is therefore indicative of a very narrow, task-bound construct rather than items with redundant wording. That said, future work could of course refine the wording to better separate these two facets.

Table 4. Measurement Model Results: Convergent Validity and Reliability

Construct	Indicator	Outer Loading	Cronbach's α	ρ_A	CR	AVE
Employee Experience (EX)	UQ1	0.807	0.848	0.847	0.892	0.623
	UQ2	0.746				
	UQ3	0.861				
	UQ4	0.719				
	UQ5	0.806				
Digital Engagement (DE)	IQ1	0.843	0.957	0.960	0.967	0.856
	IQ2	0.984				
	IQ3	0.977				
	IQ4	0.913				
	IQ5	0.901				
System Trust (ST)	SIQ1	0.800	0.840	0.851	0.886	0.610
	SIQ2	0.723				
	SIQ3	0.701				
	SIQ4	0.822				
	SIQ5	0.849				

Note. CR stands for composite reliability and AVE for average variance extracted. Source: SmartPLS 3 output, 2026.

Discriminant Validity

Table 5 provides information on discriminant validity. Diagonal elements (square root of AVE) for each construct exceed correlations with other constructs: 0.925 for DE compared to 0.716 for correlation with EX and 0.673 with ST, 0.789 for EX compared to 0.766 for correlation with ST, and 0.781 for ST. All three constructs pass the Fornell-Larcker criterion. HTMT values remain below 0.90 for all combinations (Hair & Alamer, 2022). For the combination of EX-ST ratio value equals 0.894, which is above the more strict threshold of 0.85 and close to 0.90, and thus this combination passes the more liberal criterion. At the same time, EX and ST overlap theoretically, as both constructs are based on a common idea of "working system as it should be". Therefore, a certain degree of overlap is to be expected between usability and trust when using a 15-item scale in an intranet context. In a closed intranet, the interface is the primary basis on which employees judge whether the system is safe, so their

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perception of how easy the system is to use to some extent transfers to their assessment of trust. Nevertheless, the two constructs stay empirically distinct: the Fornell-Larcker criterion is satisfied, and in the cross-loading results each EX and ST indicator shows a higher loading on its own construct than on the other. Other two combinations, DE-EX (0.786) and DE-ST (0.717) are below 0.85 threshold.

Table 5. Discriminant Validity: Fornell-Larcker Criterion and HTMT

Panel A. Fornell-Larcker criterion			
	DE	**EX**	**ST**
DE	0.925		
EX	0.716	0.789	
ST	0.673	0.766	0.781
Panel B. Heterotrait-monotrait ratio (HTMT)			
	DE	**EX**	**ST**
EX	0.786		
ST	0.717	0.894	

Note. Diagonal values in Panel A are the square roots of the AVE. Source: SmartPLS 3 output, 2026.

Structural Model and Hypothesis Testing

Table 6 reveals that the combination of Employee Experience and Digital Engagement explains 61.8% of the variance in System Trust ($R^2 = 0.618$, adjusted $R^2 = 0.600$). This result is meaningful for a small, fully identified population sample that is quite substantial, meaning that the two retheorised WebQual 4.0 constructs seem to account for most of the variability in system trust at SI-ADEK. In Figure 1, the estimated structural equation is presented in path form, along with the outer loadings and path coefficients. As can be seen from the effect sizes, their magnitude is similar to that of the path coefficients: the effect of Employee Experience on System Trust is large ($f^2 = 0.433$) and the effect of Digital Engagement is small ($f^2 = 0.084$).

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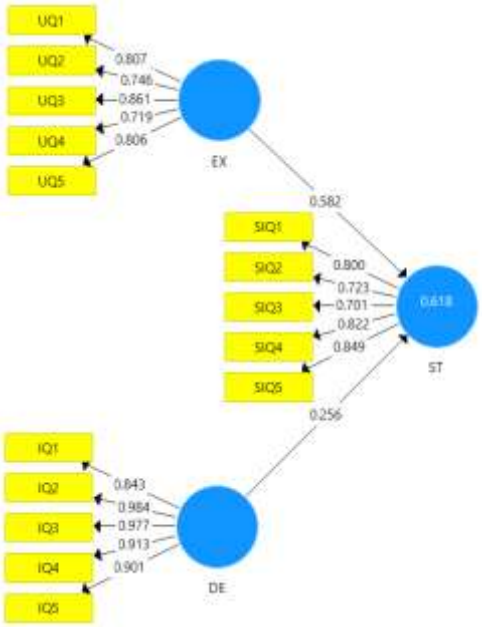

Figure 1. Structural Model Estimated with SmartPLS 3 (Outer Loadings, Path Coefficients, and R^2)

Source: SmartPLS 3 output (2026)

Table 6. Explained Variance and Effect Size

Panel A. Explained variance		
Endogenous Construct	***R²***	**Adjusted *R²***
System Trust (ST)	0.618	0.600
Panel B. Effect size		
Path	***f²***	**Category**
EX → ST	0.433	Large
DE → ST	0.084	Small

Source: SmartPLS 3 output, 2026.

Path significance was bootstrapped based on 1,000 re-samples. The table 7 presents the standard errors, t-statistics, and p-values (Becker et al., 2023). Employee Experience exhibits a positive and significant relationship with System Trust ($\beta = 0.582$, $t = 4.294$, $p < 0.001$), hence the acceptance of H1. H2 is rejected since $\beta = 0.256$, $t = 1.636$ and $p = 0.102$ do not achieve significance at 5%. As per standardised coefficients, an increase of one standard deviation in EX is associated with an increase of 0.582 standard deviations in ST while controlling DE. With regards to H2, the beta coefficient is positive. The implication is that with 45 respondents, it is not possible to distinguish the effect from zero which is different from the notion that there is no effect. The f^2 values indicated this already, and they imply that Employee Experience is the major determinant of System Trust.

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Table 7. Path Coefficients and Hypothesis Testing (Direct Effects)

Hypothesis	Path	β	*t*	*p*	Decision
H1	EX → ST	0.582	4.294	< 0.001	Supported
H2	DE → ST	0.256	1.636	0.102	Not supported

Note. Bootstrapping with 1,000 resamples. Source: SmartPLS 3 bootstrapping output, 2026.

DISCUSSION

The Influence of Employee Experience on System Trust

Since H1 is supported, the usability of SI-ADEK in daily use influences the level of trust that Embassy staff places in the archive system when dealing with economic records. There are two lines of literature relevant to this claim. The literature on digital employee experience considers the usability and reactivity of digital solutions as a foundation on which the employee evaluates his or her workplace environment (Moganadas & Goh, 2022). In addition, the evidence from studies of workplace information systems reveals that trust is based increasingly on system attributes when employees accumulate experience (Müller et al., 2024). Since the employee of a closed, air-gapped intranet cannot make comparisons between SI-ADEK, banking portals, and commercial cloud platforms, he or she has nothing else but this digital solution to use as a reference point for the security features of an archive system. Once the process of uploading a scanned document or finding a record takes only several known steps, the employee develops a perception that the platform was developed properly. The idea that the system is easy is then applied to its security and integrity, consistent with the evidence that perceived privacy and security influence trust in e-government (Gupta et al., 2025).

This ease is reflected in the highest indicator of Usability Quality. Indicator UQ3, "SI-ADEK makes uploading scanned retrospective archives and entering metadata easy", has the highest outer loading among the Employee Experience indicators (Table 4). The loading reflects the measurement quality of the indicator but does not say anything about how much respondents agree. Still, it reflects the importance of user experience in the process of completing tasks, which is key to the daily archive work of these employees. Any difficulty in using the system w ould mean something else for these employees than for the users in the open environment. These employees have no other system, so any daily problem or mistake would reflect the entire platform negatively, rather than just some problem in one function. The large effect size of this path (Table 6) confirms that assumption. For these respondents, usability becomes the most crucial variable in how much they trust this system used by their institution for diplomatic and economic records. This finding supports the results of the research on links between quality dimensions and trust in e-government systems (Hidayat Ur Rehman et al., 2023; Hooda et al., 2023).

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But rejection of H2 does not reduce the significance of the content of information within SI-ADEK. This finding is in contrast to the results of studies concerning public e-services, in which information quality was connected with citizens' trust or satisfaction (Hidayat Ur Rehman et al., 2023; Rahman & Pangendra, 2022), for example in a WebQual 4.0 study of an e-government service in which better information quality was associated with higher user satisfaction (Alam et al., 2024). The key difference is that in those cases the users had the option of using the service, while embassy staff are required to use SI-ADEK. Research into mandated technology has demonstrated that the relationships observed in voluntary situations do not always apply when use is compulsory (Brown et al., 2002). Within a mandatory and closed environment, content quality apparently follows a different mental path compared to trust. The phenomenon could be explained by the Herzberg's two-factor theory (Jaffar et al., 2024): hygiene factors influence whether there is no dissatisfaction and bring nothing to satisfaction, while motivators affect satisfaction and have no effect on dissatisfaction. An empirical test of this in the area of user experience found the same split: technical quality was a hygiene factor and convenience was a motivator (Tuch & Hornbæk, 2015). Thus, within the current research, accuracy of search results, completeness of metadata and legibility of scans seem to be hygiene factors of information for Embassy staff. Hygiene factors are able to increase engagement and satisfaction in modern workplaces (Gazi et al., 2025), but within SI-ADEK, information quality is perceived as a requirement that must be fulfilled, and not a factor that creates additional trust. The measurement results show that Information Quality is measured with high reliability. IQ2 (completeness of metadata) and IQ3 (legibility of scanned retrospective documents) are two most reliable indicators of the construct (Table 4), A loading indicates not how much trust the construct generates but rather how well the item measures information quality.

SI-ADEK was designed to supplant a faulty manual filing process. Hence, the correct and complete data are just an initial expectation. However, it does not serve as evidence of the credibility of the system. The search that brings up the required documents is what the system should do, and in isolation from other factors, it will tell nothing about the security and accountability of the platform to an employee. Trust is based on the Service Interaction Quality items dealing with confidentiality and traceability. In particular, SIQ4, "the dynamic watermark reassures traceability and confidentiality", shows strong loading on System Trust, second only to SIQ5 in terms of overall trust (see Table 4). Features of accountability are among the most reliable indicator of the construct under discussion. Small effect size for this path (see Table 6) is quite understandable – Digital Engagement prevents employees from complaining, but cannot build trust the way Employee Experience can.

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Practical and Theoretical Implications

This will enable the staff working on human resources and information technology within the embassy to prioritize their activities. Usability testing needs to be done as early as possible, in pilot tests with new evaluators such as those used in this experiment, before developing more content. Trust of the staff towards SI-ADEK and other internal digital tools in the future will develop more from interface improvements than from database improvements. The departments need to focus on simpler menu interfaces and reduced steps in uploading and retrieving records, choosing shorter training over longer manual instructions which the staff rarely use. Quality of the information will continue to be maintained, but as a minimum operational requirement only. As long as the metadata is correct and scans remain legible, addition of more fields and categories will not increase trust. Consequently, efforts to ensure data quality should be seen as part of regular maintenance rather than as the primary strategy for building trust.

The relevance of these findings extends to other organisations which have employees using an internal system. In the case of other Indonesian missions overseas and various government agencies operating e-office or e-archive applications under SPBE, the results indicate that usability should be tested with first-time users before the system is introduced and that ease of use should be monitored as an early indication of staff trust. Similarly, private companies that regard their internal platform as a product aimed at internal customers, that is, their employees (Baca & Reshidi, 2023), such as human resource information systems or document portals, have to make the same decision between improving the interface and adding more content. In both situations, data accuracy must remain a basic service standard, while the priority for investment should be given to making daily tasks quick and simple.

It is significant from a theoretical perspective because the development of WebQual 4.0 was first meant to measure the quality of e-commerce websites (Mardiana, 2023). The latest uses of this method have been directed at analyzing voluntary sites chosen by the users (Fitrah et al., 2023; Murdoko & Jatnika, 2024; Putri & Achyani, 2024). The current study proves that the importance of the dimensions could be different in the closed intranet used by employees who have no possibility of using any other platform. In this context, usability becomes the main factor that concerns them. Future research into WebQual 4.0 within such organizations should regard the relative importance of the dimensions as something to be tested rather than as an assumption to be carried over.

CONCLUSION

This study answers both hypotheses. Employee Experience, built on the Usability Quality of SI-ADEK, has a strong positive effect on System Trust, so H1 is supported. Digital Engagement, built on Information Quality, has a positive but non-significant effect, so H2 is not supported, although the two

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constructs together explain most of the variance in System Trust. In a closed and mandatory intranet, staff link ease of use with security, while accurate metadata and legible scans are treated as a basic expectation, in line with the hygiene factor in Herzberg's theory. Theoretically, this study retheorises the three WebQual 4.0 dimensions as drivers of employee experience, digital engagement, and system trust, and shows that their relative weight in a mandatory internal system differs from that in citizen- and customer-oriented studies. Because the population is large enough to detect the strong effect of Employee Experience but too small to detect a weaker one, the non-significant effect of Digital Engagement should be read as unproven rather than absent. Future research should test the model in other Indonesian diplomatic missions and in private organisations with mandatory internal systems, and add qualitative interviews to explain how employees experience a system they did not choose.

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