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Research Article

The impact of service quality and trust on public loyalty in the Jordanian Ministry of Water and Irrigation

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Abstract. This study aimed to examine the impact of service quality and trust on public loyalty in the Jordanian Ministry of Water and Irrigation. The survey questionnaire was gathered from 378 citizens who review departments of the Jordanian Ministry of Water and Irrigation. The study used the software SmartPLS (version 3.3.2) to test the study hypotheses. The results of this study indicated that service quality had a positive direct effect on public loyalty. Moreover, the results of this study indicated that trust had a positive direct effect on public loyalty. Regarding moderating effect, the results of the current study indicated that trust did not moderate the relationship between service quality and public loyalty. This study recommends the decision-makers and managers in the Jordanian ministry of water and irrigation provide a good service quality that suits the needs and aspirations of the citizens. Future studies may apply the model of the current study in other sectors and organizations such as the banking sector or industrial sector.
Keywords: Service Quality, Trust, Public Loyalty

1. Introduction

Loyalty is behavior that consists of experience, trust, or commitment to a product or service by repurchase. Loyalty indicators are: reusing products or services, transferring positive things to relatives, recommending, and encouraging others to buy the same products or services (Lestariningsih, Hadiyati & Astuti, 2018; Ghaith, Mutia, Ayassrah, Abdul Malek, & Enas, 2018). Public loyalty ensures repeat purchases and positive publicity with greater value in terms of reliability, it also leads to a host of other significant benefits such as cross buying intentions, exclusive and priority-based preference to the company and its products/ services, a greater share of profit, and so on which provide a competitive edge to the organization (Abdullah et al., 2019; Al Dalaien, Ibrahim & Aburumman, 2020; Peci & Pulgar, 2019).

Quality of service was analyzed in conjunction with the concept of behavioral intentions. According to Zeithaml, Berry, and Parasuraman (1996), behavioral intentions are signals that indicate whether a customer is willing to continue using the company's service or go to a different provider. When talking about the behavioral intentions of customers, here talking about customer loyalty, because the loyal customer will continue to use the service (Almomani, Saadon, Aburumman, 2020). Loyal customers could reuse the services and may recommend them to new customers (Imaz, Habib, Shalaby & Idris, 2015). However, many previous types of research were conducted to explore factors relating to public loyalty. These factors include service quality (Alfaouri, Mat, Alnimer, Aburumman, 2020; Dubey & Sahu, 2019; Lestariningsih, Hadiyati, & Astuti, 2018).

Trust refers to the public trust that public service providers can provide good service and always strive to meet the needs of the community in the long term (Martinez & Bosque, 2013). Moreover, trust refers to the ability to refer to comfort, experience, and build communication continuously to produce good relationships in the future claims (Lestariningsih, Hadiyati & Astuti, 2018). The government's failure to maintain public trust will have adverse effects, such as destroying the image of the government (Tao, Yang, Li & Lu, 2014). Customers feel trust when they are comfortable, reliable, and fair in partnership (Morgan & Hunt, 1994). Trust indicators consist of a commitment to solving problems, fulfilling promised commitments, and good service claims (Lestariningsih, Hadiyati & Astuti, 2018; Ghaith et al., 2018).

The Government of Jordan seeks to improve the services provided to citizens through e-government. E-government aims to improve the level of service delivery to citizens, raise the productivity and efficiency of the public sector, provide better services to individuals and the business sector (Ministry of Digital Economy and Entrepreneurship, 2021). Thus, this study aims to examine the impact of service quality and trust on public loyalty in the Jordanian Ministry of Water and Irrigation. Lestariningsih, Hadiyati, and Astuti (2018) indicated that service quality maybe has a positive relationship with loyalty by the moderator role of trust. Therefore, this study use trust as a moderator variable between service quality and public loyalty. Moreover, social exchange theory assumes that social relationships are the source of emotions and trust is a necessary element in these relationships (Blau, 1964).

2. Literature Review

2.1 Service Quality

Khattab (2018) characterized service quality as the capacity of the organization or institution to meet or surpass customer desires. Groonros (2001) characterized service quality as the consequence of correlation among expected and saw service. Service quality is the degree and bearing of error between customers' service observations and desire (Randhir, 2018). If the recognition is higher than desire, the service is said to be of high caliber, yet assuming something else, the service will be viewed as of low quality (Parasuraman, Zeithaml & Berry, 1988; Lewis and Mitchell, 1990). Moreover, Zeithaml, Bitner, and Gremler (2018) characterized service quality as a general judgment-like demeanor towards the service and for the most part, acknowledged as a forerunner of general consumer loyalty.

Gronross (1982) instituted the term service quality and characterized that it is the apparent judgment that comes about after the assessment process embraced by the customer. Chiou and Shen (2012) proposed that customers think about desires and views of service quality in the wake of accepting the genuine service quality. Besides service quality can be extensively arranged in utilitarian and specialized quality. Service quality has a capacity of an item or service to meet customer desires and empowering corporate in delayed customer, as well as it subject to various models, customer desire, and satisfaction (Ijaz & Ali, 2013). Zeithaml, Berry, and Parasuraman (1996) proposed that service quality is a hole between customer desires and conveyed service strategies.

Although Zeithaml, Berry, and Parasuraman (1996) had recognized that an amazing service quality involves five measurements which are effects (appearance of physical facilities such as equipment, personnel, and written material), reliability (dependability and accuracy of provided services), responsiveness (staff/personnel willingness to assist customers, provide brisk service and response), assurance (public knowledge and expertise to ensure trust and confidence to customers) and empathy (compassionate attitude of service provider and customer-oriented). The definition and concept of service quality were proposed by Parasuraman, Zeithaml, and

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Berry (1988) and from that point forward it has been generally utilized by numerous researchers (e.g., Alshurideh et al., 2017; Lone & Rehman, 2017; Saleh, Quazi, Keating & Gaur, 2017).

Chang (2008) opined that service quality ought to be for the most part drawn closer from the customers' perspective on the grounds that the customers have diverse qualities, grounds of appraisal, and conditions. Along these lines, Kumra (2008) contended that service quality isn't just engaged with the last item and service, yet additionally associated with the creation and conveyance process. Thus, representative association in process upgrade and responsibility is critical (Kabir & Carlsson, 2010). O'Neil and Palmer (2004) characterized service quality in higher education as the contrast between what a student hopes to get and his or her impression of genuine conveyance. Therefore, it ends up basic on higher education institutions to guarantee that student desires from instructing, education, offices, and all-encompassing improvement are met to hold existing students and attract in more students.

2.2 Trust

Trust has gradually become essential to the study of organizations, because of the strong need to understand how to build effective cooperation within organizations (Tyler, 2003). Thus, trust is very important in an organization because it enables cooperation between stakeholders. Several scholars have defined trust in different ways. For example, Zand (2016) defined trust as an emotional state that makes an individual vulnerable to a third party. Moreover, Mayer, Davis, and Schoorman (1995) defined trust as the willingness of a party to be free to the actions of another party based on the anticipation that the other party will perform a certain action that is important to the trustee, irrespective of the ability to monitor or control the other party. while Rousseau, Sitkin, Burt, and Camerer (1998) defined trust as a psychological state which consists of the intention to accept weakness based upon positive expectations of the intentions or behavior of another.

Morgan and Hunt (1994) perceive trust as an existing state when one party trusts the reliability and integrity of the exchange partner. Trust relates to the trust of the customer that the organization will provide a satisfactory service reliably in an efficient, honest, fair, responsible, useful, and good. Trust has a stronger emotion compared to complacency that may predict better loyalty (Ranaweera & Prabhu, 2003). Joint incorporation increases the likelihood of a positive future intent because the company generates unique insights into creating sources of value for customers (Randall, Gravier & Prybutok, 2011). In general, trust, commitment, and component satisfaction are associated with future intent (Ulaga & Eggert, 2006). Customer engagement behavior reduces employee workload, which indirectly affects employee commitment and trust (Ghaith et al., 2018; Yi, Nataraajan & Gong, 2011). The degree of customer participation plays an important role in building mutual trust in the company's business activities (Yacob, Ali, Roslin & Ting, 2018).

Some authors have argued that the phenomenon of trust has multiple dimensions (McEvily & Tortoriello, 2011). The first dimension of trust is often discussed as a perception of trust for the trustee's trustworthiness, a perception that is said to consist of positive expectations of the trustee's ability, generosity, and integrity in a specific relationship (Dietz, 2011). Ability refers to perceived skills, competencies, and other characteristics that allow values to have an impact in some areas. Generosity is the belief that the trustees want to do good for reasons that are not completely selfish, and integrity refers to the belief that the trustees adhere to a set of values and principles accepted by the trustees (Mayer, Davis & Schoorman, 1995). Based on their trustworthy perceptions, trustors can suspend unpredictability, ambiguity, and current complexity in interactions, encouraging their willingness to accept weakness in a given relationship (Edelenbos & Klijn, 2007). This is the second dimension of trust, the trustor makes a "leap in faith" based on incomplete information, thereby suspending a sense of danger and weakness (Mollering, 2006). This vulnerability arises from the "uncertainty of the trustor regarding the motives, intentions and possible actions of others on whom the trustor is dependent (Kramer, 1999). The third dimension of trust must also be taken into account because of the view that "trust is involved only when the expectation of trust makes a difference in the decision; otherwise, what we have is a simple hope (Luhmann, 2000).

2.3 Public Loyalty

Loyalty is well defined as an intensive commitment to a product or service that continuously builds future repurchase behavior (Oliver, 1997). The idea of public loyalty additionally reaches out to support organizations

that commonly give to some degree increasingly impalpable items. However, researchers battle the development of public loyalty contrasts from brand unwaveringness. According to Zeithaml, Berry, and Parasuraman (1996), the case for the uniqueness of public loyalty has been exhibited in a few talks: (1) public co-ops can make more grounded loyalty bonds with their customers than do providers of progressively unmistakable products; (2) loyalty is more prominent or more common among public shoppers than among merchandise buyers; (3) publics give more chances to individual-to-individual collaborations, thus regularly give chances to reliability to create, (4) saw hazard is frequently more noteworthy when obtaining publics than products, giving a climate bound to prompt public loyalty since unwaveringness is regularly utilized as a hazard decreasing gadget; and (5) with certain publics, exchanging between suppliers may include certain hindrances not present with brand exchanging for products.

Generally, there are three dimensions of public loyalty namely behavioral loyalty, attitudinal loyalty, and cognitive loyalty. First, behavioral loyalty: early loyalty definitions concentrated on its behavioral dimension almost solely (Inoue, Funk & McDonald, 2017; Ghaith et al., 2018). In specific, loyalty was viewed as a type of government conduct (such as repeat buying) aimed over time towards a specific brand (Gommans, Krishman & Scheffold, 2001; Ghaith, Junoh, & Abdullah, 2016). Although present thinking suggests that loyalty involves more than just a dimension of behavior, some scientists continue to assess allegiance solely on the dimension of behavior. Second, attitudinal loyalty: the adequacy of using conduct as the sole indicator of allegiance has been challenged by scholars. In specific, Siemieniako (2018) criticized behavioral loyalty conceptualizations and argued brand loyalty develops as a consequence of deliberate efforts to assess competing products. Others proposed that this attitude involves the preferences or intentions of customers (Kamran-Disfani et al., 2017).

Third, cognitive loyalty: a few scholars include, in addition to the behavioral and attitudinal aspects, what was called a "cognitive" form of allegiance (Lee & Zeiss 1980). Some studies indicate that loyalty to a brand or store implies that a consumer first has to decide what to purchase or where to go (Fu, 2019). While others make allegiance the "first option" of the public among options (Goutam & Gopalakrishna, 2018). Similarly, Dwyer, Schurr, and Oh (1987, p. 19) argue that "engaging in a relational exchange virtually precludes consideration of other exchange partners) such audiences have not ceased to seek alternatives, but have maintained their awareness of alternatives without constancy ".

3. Theoretical Framework and Hypotheses Development

The theoretical framework of this study has been developed based on social exchange theory. The researchers indicated that social exchange theory is based on the principle of reciprocity (Aburumman & Barhem, 2020; Salleh et al., 2020; Karim, Majid, Omar & Aburumman, 2021; Zamanan et al., 2020). The principle of reciprocity refers to the equal exchange of either positive or negative commitments between any party (Aburumman, Salleh, Omar & Abadi, 2020). Therefore, if the Jordanian Ministry of Water and Irrigation provides to citizens a positive behavior such as a high service quality that suits the citizens' needs and aspirations, thus the citizens will behave similarly by showing a high level of trust and public loyalty. Figure 1 shows the theoretical framework of this study.
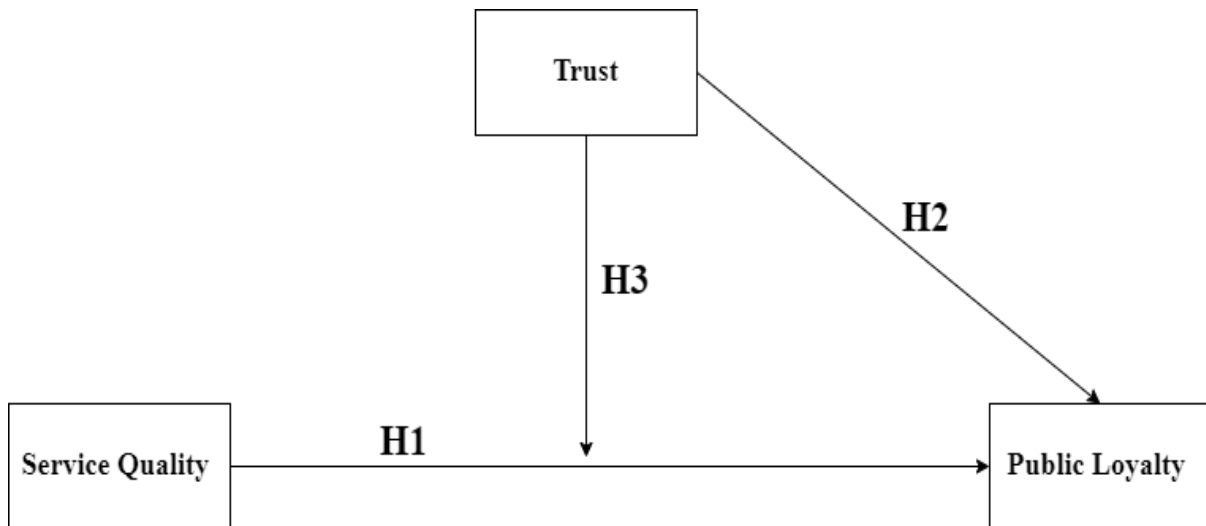
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Figure 1: Theoretical framework of this study

Based on the previous discussion, the next hypotheses have been developed, as follow:

Hypothesis 1: Service quality has a positive impact on public loyalty at the Jordanian Ministry of Water and Irrigation.

Hypothesis 2: Trust has a positive impact on public loyalty at the Jordanian Ministry of Water and Irrigation.

Hypothesis 3: Trust moderate the impact between service quality and public loyalty at the Jordanian Ministry of Water and Irrigation.

4. Research Methodology

The current study adopted a quantitative research design based on a survey questionnaire. Because this study aims to determine the factors that impact public loyalty, the population of this study is citizens who reviewing the Jordanian ministry of water and irrigation. The population of this study consists of 10309000 citizens (Department of Statistics, 2018). According to Krejcie and Morgan (1970) if the population is more than 100000 the appropriate sample size is 384. Therefore, the sample of this study is 384 citizens. A total of 384 questionnaires were distributed to the respondents (citizens) in 12 departments cover 12 governorates in Jordan, and these 378 questionnaires usable were all collected.

Regarding the measurement of variables, service quality was measured using a scale of Parasuraman, Zeithaml, and Berry (1988) which includes 24 items. Trust was measured using a scale of Robinson (1996) which includes 6 items. Public loyalty was measured using a scale of Zeithaml, Berry, and Parasuraman (1996) which includes 4 items. All items have been measured using a 5-point Likert-type scale where "1: Strongly Disagree", "2: Disagree", "3: Neutral", "4: Agree", and "5: Strongly Agree".

5. Data Analysis and Results

Data analysis of this study included two main aspects are assessment of measurement model and structural model using SmartPLS (3.3.2). Assessment of measurement model included convergent validity and discriminant validity. Table 1 shows the results of convergent validity, where all the items have loadings ranged from 0.619 to 0.915 except for SQ17 and TR2 which have achieved loadings less than 0.4, thus they were deleted based on recommendations of Hair et al., (2016). Regarding Cronbach's alpha and composite reliability, all variables achieved values more than 0.7. Meanwhile, all variables achieved values more than 0.5 regarding average variance extracted. Thus, all variables achieved values greater than the proposed threshold value by Hair et al. (2016).

Table 1: Convergent validity analysis

Variable	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Service Quality	SQ1	0.700	0.970	0.972	0.606
	SQ2	0.745			

	SQ3	0.725			
	SQ4	0.795			
	SQ5	0.751			
	SQ6	0.794			
	SQ7	0.809			
	SQ8	0.776			
	SQ9	0.798			
	SQ10	0.769			
	SQ11	0.619			
	SQ12	0.871			
	SQ13	0.840			
	SQ14	0.797			
	SQ15	0.827			
	SQ16	0.735			
	SQ18	0.831			
	SQ19	0.805			
	SQ20	0.754			
	SQ21	0.859			
	SQ22	0.787			
	SQ23	0.697			
	SQ24	0.769			
Trust	TR1	0.784	0.828	0.871	0.576
	TR3	0.769			
	TR4	0.698			
	TR5	0.673			
	TR6	0.855			
Public Loyalty	PL1	0.799	0.891	0.925	0.755
	PL2	0.907			
	PL3	0.915			
	PL4	0.849			

Note: Item SQ17 deleted since it has loading of 0.233; Item TR2 deleted since it has loading of 0.311

Discriminant validity was investigated based on Heterotrait-Monotrait Ratio (HTMT). Table 2 shows HTMT values were all smaller than 0.85 for each construct and were within the range of 0.573 to 0.672 (Hair et al., 2016).

Table 2: Discriminant validity based on HTMT ratio of correlations

Variable	Service Quality	Trust	Public Loyalty
Service Quality			
Trust	0.573		
Public Loyalty	0.672	0.656	

In order to the hypotheses testing, the path coefficients were created using the PLS algorithm embedded with SmartPLS (3.3.2) as shown in Figure 2.
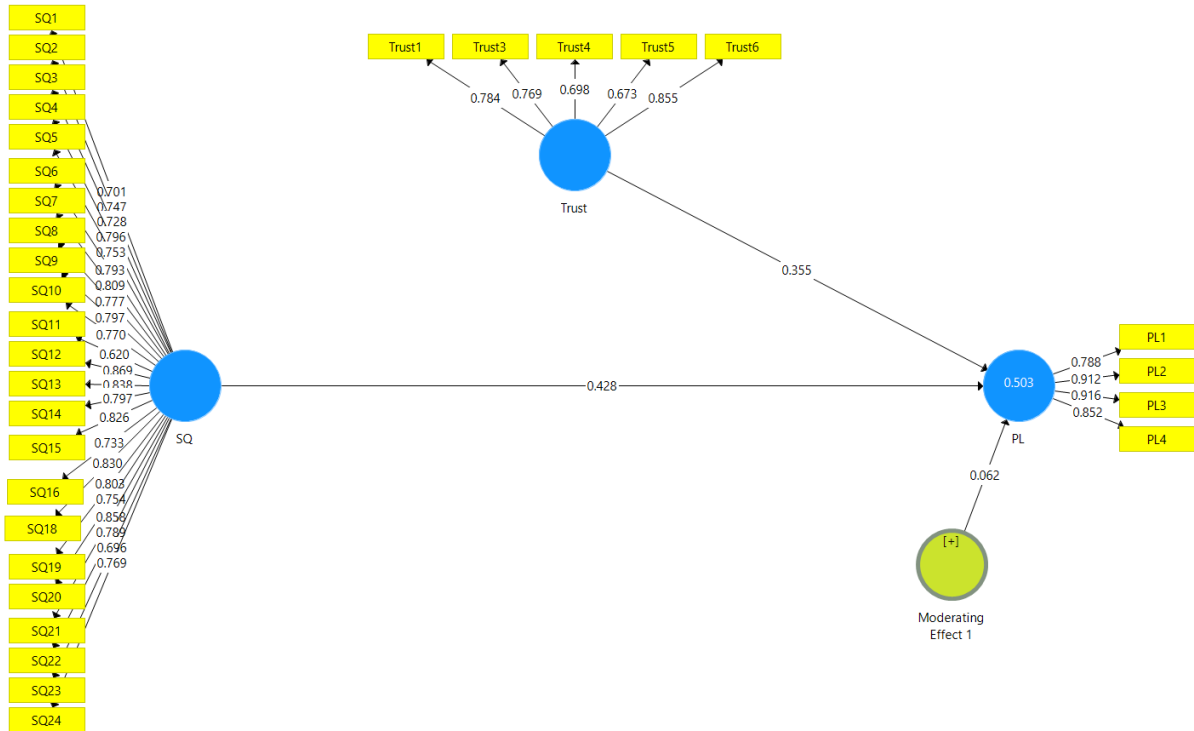
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Figure 2: Path Coefficients

After created the path coefficients, the next step was test the P-Values and T-Values for each path coefficient in order to conclude whether the hypotheses are statistically significant or insignificant using bootstrapping techniques embedded with SmartPLS (3.3.2). Table 3 shown the hypotheses test.

Table 3: Results of hypothesis testing

No.	Hypotheses	Path Coefficient	SE	T-Value	LL	UL	P-Value	Decision
H1	SQ→PL	0.428	0.059	7.250	0.314	0.545	0.000	Supported*
H2	TR→PL	0.355	0.056	6.304	0.236	0.458	0.000	Supported*

Note: *: p<0.001; One tailed Hypothesis

As shown in Table 3, service quality has a positive direct effect on public loyalty at the Jordanian ministry of water and irrigation (Path Coefficient = 0.428; T-Value = 7.250; P-Value = 0.000; 95% LL= 0.314; 95% UL= 0.545), therefore H1 was supported. In contrast, trust has a positive direct effect on public loyalty at the Jordanian ministry of water and irrigation (Path Coefficient = 0.355; T-Value = 6.304; P-Value = 0.000; 95% LL= 0.236; 95% UL= 0.458), therefore H2 was supported.

Regarding the moderating effect of trust, as shown in Table 4, trust has no moderating the relationship between service quality and public loyalty at the Jordanian ministry of water and irrigation (Indirect Effect = 0.062; T-Value = 1.367; P-Value = 0.172; 95% LL= -0.021; 95% UL= 0.172), therefore H3 was not supported.

Table 4: Results of moderating effect

No.	Hypotheses	Path Coefficient	SE	T-Value	LL	UL	P-Value	Decision
H3	SQ→TR→PL	0.062	0.045	1.367	-0.021	0.154	0.172	Not Supported

6. Conclusion

The current study aimed to examine the impact of service quality and trust on public loyalty in the Jordanian Ministry of Water and Irrigation. The results of this study indicated that service quality had a positive direct effect on public loyalty in the Hashemite Kingdom of Jordan Ministry of Water and Irrigation. According to this result, that service quality caused positive emotions that affected the public loyalty for citizens who review departments of the Jordanian Ministry of Water and Irrigation. Moreover, the results of this study indicated that trust had a positive direct effect on public loyalty in the Hashemite Kingdom of Jordan Ministry of Water and Irrigation. According to this result, that trust caused positive emotions that affected the public loyalty for citizens who review departments of the Jordanian Ministry of Water and Irrigation. Regarding moderating effect, the results of the current study indicated that trust did not moderate the relationship between service quality and public loyalty, from the perspective of citizens who review departments of Hashemite Kingdom of Jordan Ministry of Water and Irrigation.

This study recommends the decision-makers and managers in the Jordanian ministry of water and irrigation provide a good service quality that suits the needs and aspirations of the citizens. Moreover, through the provision of these services, the Jordanian ministry of water and irrigation will ensure that citizens enjoy a high level of trust, which will certainly contribute to displaying a high degree of public loyalty. Future studies may apply the model of the current study in other sectors and organizations such as the banking sector or industrial sector. Moreover, developing the model of the current study by adding more variables that may affect public loyalty.

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