Research Article

The Impact of E-Service and E-Trust on E-Loyalty with E-Satisfaction as a Mediating Variable
(Study of E-Wallet Users in Generation Z Karawang District)

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Abstract: Current technological developments require all sectors to continue to innovate, one of which is the financial sector, named financial technology (fintech). DANA is one of the digital wallet programs (e-wallets) that fintech introduces as a payment method or non-cash transaction method. Using e-satisfaction as a moderating variable, this study attempts to ascertain and investigate the effects of e-service and e-trust on the e-loyalty of DANA e-wallet users in Generation Z in Karawang Regency. This study employed a quantitative technique with a descriptive verification method. Both primary (questionnaires) and secondary (books, theories, and scientific literature) data are used. The study's participants were Karawang e-wallet users who had used the DANA app to complete transactions. 135 persons made up the study's sample. The sample strategy combined a purposive sampling approach with non-probability sampling. Research data is analyzed using the SEM-PLS method. In addition to a positive but insignificant effect on e-service to e-loyalty, the study's findings indicate that e-service to e-satisfaction and e-trust to e-satisfaction have a positive and significant effect on e-service to e-loyalty, e-satisfaction to e-loyalty, e-service to e-loyalty through e-satisfaction, and e-trust to e-loyalty through e-satisfaction.

Keywords: e-service, e-trust, e-satisfaction, e-loyalty

1. Introduction

Along with the increasing technological advances and the existence of fintech in Indonesia, it encourages business owners to create digital wallet applications as a means of payment or non-cash transactions (Salshabia Analita & Indra Wijaksana, 2020). E-wallet is an electronic payment method used for online transactions through computer or smartphone that connects to the internet (Kirana et al., 2024). E-wallet can store money directly when the balance runs out, users can top-up the balance automatically.

Cited from www.antaranews.com, Visa stated that e-wallet users in Indonesia have increased by 92% in 2023. Based on the results of the Visa Customer Payment Attitudes Study, in Indonesia non-cash behavior is dominated by Generation Z by 76% and Generation Y by 69%.
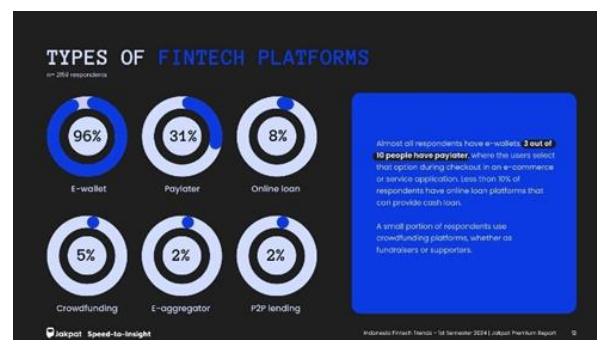
Figure 1 Types of Digital Payment Fintech Users 2024
Source: www.insight.jakpat.net

Based on data from Jakpat, in the first semester of 2024, 97% of respondents using e-wallet as a digital payment method, Cited from ESQNews.id, 69% of respondents use e-wallet to transfer money, 67% as a means of paying from online shopping, and 66% to pay bills. This number has fluctuated compared to the second half of 2023, which was 75% of e-wallet users (www.esqnews.id). Databoks survey results state that the most frequently used e-wallet application in Indonesia is Gopay with 71% users (www.jubelio.com).
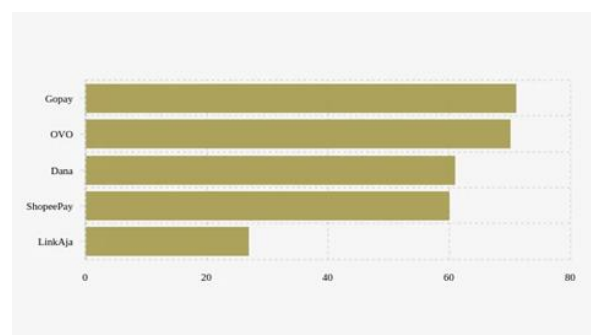
Figure 2 Survey of Digital Wallet Usage 2022
Source: Databoks, 2023

Based on Figure 2, DANA is one of the most widely used digital wallet applications in Indonesia. This application is an electronic payment tool as a substitute for conventional

wallet (Hasna & Trifiyanto, 2023). DANA has partnerships with several banks and companies, such as BCA, BTN, BRI, BNI, Mandiri, Sinar Mas, and CIMB NIAGA (Abdillah et al., 2021). DANA provides digital payment services in one platform in Indonesia, such as remittances, online shopping, saving, paying bills, transportation transactions, and even transactions with merchants who are partners (Ledy Afista et al., 2024). DANA also has several features, namely Top-Up, Send Dana, Request Dana, Nearby Me, and also Dana News (Devi et al., 2024). DANA application also offers many promos, such as discounts, cashback, and also redeemable points. This is an advantage for users to make payment transactions with this application.

The number of similar businesses requires companies to be able to compete and survive in the current tight business competition, thus requiring a competitive advantage (Liani & Yusuf, 2021). Based on previous survey data (Picture 2), it can be seen that in terms of the number of DANA and Gopay users, there is a significant difference. It can also be concluded that DANA is not yet the most superior application for use. According to (Devi et al., 2024) this is due to a number of factors, one of which is due to consumer satisfaction (e-satisfaction) with this application. In connection with the previous statement, the lack of e-satisfaction is due to interruptions when making transactions and the nominal withdrawal balance must be an even number.

Based on the results of the reviews of DANA e-wallet users on the App Store (https://apps.apple.com/id/app/dana-dompet-digital-indonesia/id1437123008), it can be seen that DANA's e-service is still not optimal, such as a reduced balance without verifying transactions, failing to make transactions but the balance has decreased, and also slow customer service in handling user complaints. E-trust also has an important role in e-wallet user loyalty. Syahidah and Aransyah (2023) also stated that DANA still gets many complaints from users regarding e-trust, one of which is security during transactions.

Good service quality has a positive impact on customer loyalty (Pangesti et al., 2024). Loyalty in e-business is called e-loyalty. Liani and Yusuf (2021) explain e-loyalty as a customer's commitment to a digital platform reflected in his habit of accessing the site regularly, making transactions consistently, not being influenced by competitors' marketing, and the desire to recommend to others. In line with the previous statement, companies must be able to increase and maintain the loyalty of their users. Based on the results of research from (Luthfianti & Kusuma Dewi, 2020) entitled "The Influence of Service Quality, Consumer Satisfaction, and Consumer Trust against Consumer Loyalty on Ovo Users 2019", the variables that have a positive effect on user loyalty are service quality (e-service), consumer satisfaction (e-satisfaction), and consumer trust (e-trust). (Faddila et al., 2022) found that e-service and e-trust affect e-satisfaction. Research from (Juanda & Marliani, 2024) proves that e-trust and e-service have a positive and significant impact on e-satisfaction. Juanda and Marliani (2024) also have findings that e-service has a positive and significant impact on user e-loyalty.

Based on these problems, DANA application needs to make improvements so that it can increase the trust (e-trust), service (e-service), satisfaction (e-satisfaction) and loyalty (e-loyalty) of its users. Given that the increasing number of e-wallet users today, the authors are interested in researching with the title "The Impact of E-service and E-trust on E-loyalty with E-satisfaction as a Mediating Variable (Study of DANA E-wallet Users in Generation Z Karawang Regency)".

2. Literature Review

2.1 Marketing Management
Kotler and Keller define marketing management as the art and science of selecting target markets, as well as obtaining, maintaining, and developing customers through the process of

creating, delivering and communicating excellent value to customers (Heryanti, 2023; Sumarwan & Tjiptonon, 2018). According to the American Marketing Association (AAA), marketing management is the planning, control and implementation of total marketing operations. In line with this definition, marketing management also includes the formulation of objectives from marketing activities, marketing policies, programs to (Indrajaya, 2024). Dharmmersta and Handoko in (Subali et al., 2020) book mention that if a business or business wants to keep running, the company must implement marketing that can provide satisfaction to consumers or they have a better view of the company.

2.2 E-service

Kotler and Koller (2016) in (Riris, 2023), define service as an action or service carried out by one party to another, which is intangible but the impact is felt directly by the recipient. E-service is a service, business, or action carried out through information technology media (Walukow et al., 2024). According to Wu, e-service is a service available on internet sites, which serves to facilitate transactions, purchases, and distribution optimally and efficiently (Magdalena & Jaolis, 2018; Rahmadina & Hasan, 2024). Specifically, e-service is considered a level of service that is able to perform and efficiently fulfill relevant user needs (Arifah, 2020).

2.3 E-trust

Kim et al. define e-trust as a basic starting point when building and maintaining relationships between sellers and buyers online (Rahmawaty et al., 2021; Revita, 2016). Kartono and Halilah (2019) define e-trust as a basic aspect of a business, where a business transaction will occur because of the trust between each party (Tirtayasa et al., 2024). According to Riris (2023), e-trust is an expectation and attitude regarding consumer confidence in service providers that the service is reliable about product or service transaction guarantees in online transactions which can be measured by three indicators, namely integrity, ability, and kindness.

2.4 E-satisfaction

Anderson and Srinivasan in (Budiman et al., 2020), state that e-satisfaction is an assessment of customers in every online transaction. Jonathan (2013) reveals that e-satisfaction is one of the determining factors in success that affects competition among e-wallet companies (Faddila et al., 2022). According to Juwaini et al. (2022) in the context of e-payment, e-satisfaction is the user's attitude in evaluating the application or site that has been used in providing user experience, whether the experience creates a sense of satisfaction or not (M. Y. Abdillah, 2024). (Rachbini et al., 2022) also states that satisfaction in the context of e-wallets refers to the comparison between product or service performance in the e-wallet application and user expectations or called e-satisfaction. In line with the previous statement, the experience felt by users when and after making transactions on e-wallets is a benchmark for the satisfaction obtained by active e-wallet users.

2.5 E-loyalty

Kotler and Keller (2016) define e-loyalty as a strong desire to buy or subscribe to the same product or service in the future, even though circumstances or marketing campaigns may result in behavior change (Harahap et al., 2023). E-loyalty is a customer commitment to visit a website repeatedly and make online transactions consistently in the future without being affected by marketing carried out by competitors and a sense of wanting to tell others (Liani & Yusuf, 2021). Delvita (2024) states that many factors influence customer assessments of the performance of a product or service, including customer loyalty to the brand. According to (Jeon & Jeong, 2017), e-loyalty has four dimensions including; cognitive is a preference for services or other services in one company, affective is a good attitude, the result of creating a preference that builds an attitude of recommending to other people because they feel satisfied after being compared with other services, conative is the level of users wanting to revisit based on a sense of satisfaction, fit, or like, so that the desire to have

the same good experience arises, and action is the highest level of loyalty when users come back to the service to make purchases.

3. Research Model And Hypothesis

The Effect of e-trust and E-service on E-satisfaction

- H1: The effect of e-service on e-satisfaction.
- H2: The influence of e-trust on e-satisfaction.

The Effect of E-trust, E-service, and E-satisfaction on E-loyalty

- H3: The effect of e-service on e-loyalty.
- H4: The effect of e-trust on e-loyalty.
- H5: The effect of e-satisfaction on e-loyalty.

The Effect of E-trust and E-service on E-loyalty Mediated by E-satisfaction.

- H6: The effect of e-service on e-loyalty through e-satisfaction as a mediating variable.
- H7: The effect of e-trust on e-loyalty through e-satisfaction as a mediating variable.
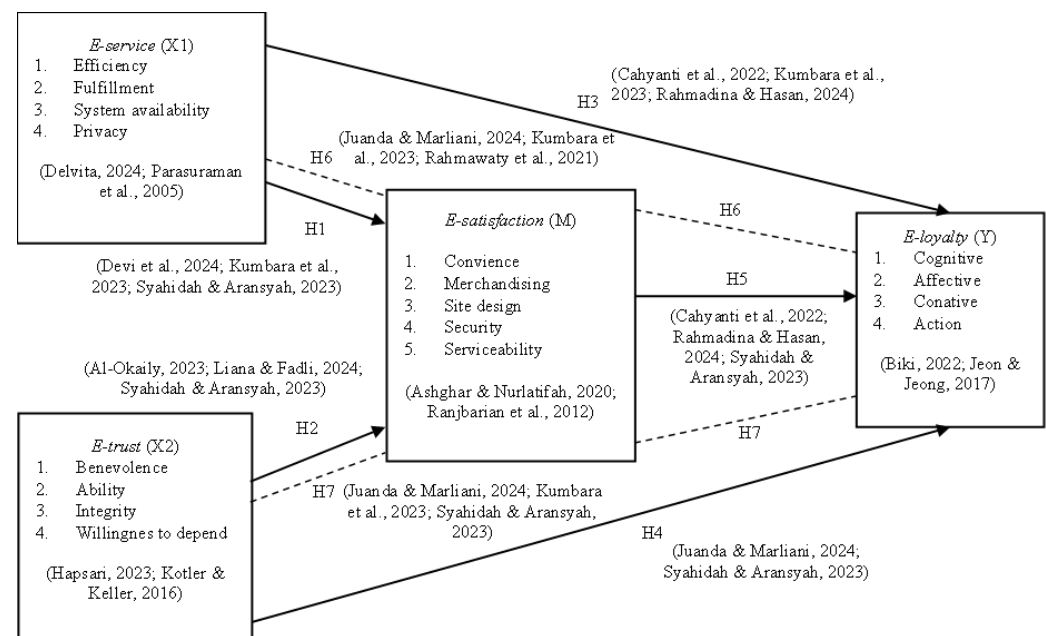
Figure 3 Research Model

Source: Researcher, 2024

4. Research Results and Discussion

This research uses quantitative approach with a descriptive verification method. The data in this study are primary data and secondary data. Primary data was obtained through distributing questionnaire via google form. The scale or level of measurement describes the nature of the value given to the variables in a data set (Manalu et al., 2023). This study uses a Likert scale measurement technique with a score of 1-5. Secondary data is obtained through scientific literature, books, and existing theories. The population in this study were e-wallet users in Karawang who had transacted using the DANA application. The sampling technique chosen was a non-probability sampling technique through a purposive sampling approach, so that the conditions for selecting respondents were obtained as follows:

1. DANA e-wallet users domiciled in Karawang who have made at least three transactions in the last month.
2. Users are Generation Z, which is users with an age range of around 17-27 years old.

This study uses independent variables (independent) and dependent variables (dependent). The independent variables (X) chosen are e-service and e-trust, and the dependent variable (Y) is e-loyalty with the mediating variable (M), namely e-satisfaction. The population in the study cannot be known in number, so the researchers used Hair formula. In research (Nasution & Aramita, 2024) states that the Hair (2010) formula can be applied because the population size has not been determined with certainty, and the minimum sample size is 5-10 times the number of variable indicators. In this study there are 27 indicators, the following is the determination of the number of samples based on the Hair formula:

$$N = 5\text{-}10 \times \text{number of indicators}$$

$$= 5 \times 27 = 135 \text{ people}$$

Through this calculation, the results of the number of samples taken in this study were 135 people. This research data analysis applies the Structural Equation Models Partial Least Square (SEM-PLS) method.

Table 1 Respondent Characteristics

Characteristics		Total
Gender	Female	90
	Male	45
Age	18 Years	1
	19 Years	11
	20 Years	11
	21 Years	50
	22 Years	32
	23 Years	11
	24 Years	4
	25 Years	6
	26 Years	4
	27 Years	5
Profession	Student	108
	Employee	17
	Entrepreneurship	4
	Others	13

Source: Researcher Data Processed SmartPLS 4 (2024)

4.1 Descriptive Statistical Analysis

In this study, descriptive statistical analysis is presented to find the average value (mean) of the answers to each variable. The following are the results of descriptive statistics in the following table:

Table 2 Descriptive Statistics of E-service Variables

Variables	Item	Mean
E-service (X1)	X1.1	4.163
	X1.2	4.170
	X1.3	4.222
	X1.4	4.200
	X1.5	3.837
	X1.6	4.193
	X1.7	4.037

X1.8	3.874
X1.9	3.933
X1.10	3.896
Average value of X1	**4.053**

Source: Researcher Data Processed SmartPLS 4 (2024)

Based on the data in Table 2, the e-service variable has 10 measurement items (X1.1 - X1.10) which represent various dimensions of this variable. The average value of the variable is 4.053, indicating that the e-service variable has a good assessment. This item shows that the efficiency dimension is the best in the e-service variable, such as in terms of ease of making transactions or payments on the DANA e-wallet. According to (Nurliza, 2024), services that are responsive, fast, and easy to use will make users feel satisfied and comfortable, encouraging them to continue using the DANA e-wallet.

The lowest mean is found in indicator X1.5 in the fulfillment dimension with a value of 3.837, which indicates that there is a mismatch between user expectations and the services provided by the DANA e-wallet. For example, transactions experience failures or delays (not according to the promised time) and unclear information regarding the services offered. Item fulfillment is close to the average value of all variables, so that aspects of customer needs or expectations need to be improved to improve the overall quality of DANA e-wallet services. According to (Isnoe & Azis, 2024), good fulfillment can improve a good reputation for the company and create a positive experience for users so that it can meet their needs.

Table 3 Descriptive Statistics of E-trust Variables

Variables	Item	Mean
E-trust (X2)	X2.1	3.652
	X2.2	3.741
	X2.3	3.933
	X2.4	3.911
	X2.5	4.067
	X2.6	3.674
Average value of X2		**3.830**

Source: Researcher Data Processed SmartPLS 4 (2024)

Based on the data in Table 3, the e-trust variable has 6 measurement items (X2.1 - X1.6) which represent various dimensions of this variable. The average value of the variable is 3.830, indicating that the variable assessment of the e-trust variable is quite good, but there is still an opportunity to be improved through dimensions that have low and below average values. The mean range between indicators on this variable is from 3.652 to 4.067, with a difference of 0.415. This explains that the integrity dimension is much more influential than benevolence in building user trust. The highest mean is in indicator X2.5 in the integrity dimension of 4.067. This item shows that the integrity dimension is the best dimension in building e-trust for DANA e-wallet users. According to (Suryati, 2021), the more confident and confident someone is that the e-wallet used can be legally trusted, the higher the decision to use the application.

The lowest mean is found in indicator X2.1 in the benevolence dimension with a value of 3.652, which indicates that users feel less confident in the services and security offered by the DANA e-wallet. This item is close to the average value of the overall variable, so to strengthen e-trust can be directed at increasing user confidence in service information and security of the DANA e-wallet. This is in accordance with (Pradnyaswari & Aksari, 2020) that in increasing customer trust, companies must provide clear, complete, and accurate

information. So that customers will feel that the company prioritizes quality e-service, and the level of customer trust will increase.

Table 4 Descriptive Statistics of E-loyalty Variables

Variables	Item	Mean
E-loyalty (Y1)	Y1.1	4.400
	Y1.2	4.185
	Y1.3	4.037
	Y1.4	3.859
	Y1.5	3.615
Average value of Y1		**4.019**

Source: Researcher Data Processed SmartPLS 4 (2024)

Based on the data in Table 4, the e-loyalty variable has 5 measurement items (Y1.1 - Y1.5) which represent various dimensions of this variable. The average value of the variable is 4.019, which indicates that the assessment of the e-loyalty variable is relatively good. The highest mean is in indicator Y1.1 with a cognitive dimension of 4.400. This dimension focuses on customer beliefs that this service is the best compared to similar services. This item shows that the cognitive dimension is a dimension that has a big influence in terms of user preferences to prefer using the DANA e-wallet over other e-wallets. According to (Febianty, 2020), users who have high loyalty will not easily turn away from persuasive actions or offering efforts from other marketers regarding the products used.

The lowest mean is in indicator Y1.5 in the action dimension with a value of 3.615. This item indicates that the lack of motivation or desire of users to recommend and invite others to use the DANA e-wallet, so it needs to be improved to build user loyalty. According to (Nurliza, 2024), when customers are loyal to a product or service, these customers will recommend it to others. In line with the previous statement, the company will benefit from experiencing an increase in revenue.

Table 5 Descriptive Statistics of E-satisfaction Variables

Variables	Item	Mean
E-satisfaction (M1)	M1.1	4.348
	M1.2	4.215
	M1.3	4.052
	M1.4	4.000
	M1.5	3.881
	M1.6	3.681
	M1.7	3.563
	M1.8	3.326
Average value of M1		**3.883**

Source: Researcher Data Processed SmartPLS 4 (2024)

Based on the data in Table 5, the e-satisfaction variable has 8 measurement items (M1.1 - M1.8) which represent various dimensions of this variable. The average value on this variable is 3.883, which means that the e-satisfaction variable has a fairly good assessment, but can be improved, especially in dimensions with low scores. The highest mean is in indicator M1.1 and the convinience dimension of 4.348. This item indicates that the convinience dimension is a dimension that has a major influence on the convenience aspect, namely user satisfaction when making transactions using the DANA e-wallet. According to (Bongso & Kristiawan, 2022), e-satisfaction is the most important thing for online businesses, because consumer

satisfaction with the products or services provided can create loyalty and may recommend it to others.

The lowest mean is found in indicator M1.8 in the serviceability dimension with a value of 3.326. This item indicates that there are deficiencies in terms of providing complete information and user services offered by the DANA e-wallet, so it is necessary to increase customer satisfaction with this application. This is in accordance with the findings (Roisah et al., 2022) that when users have complete information on a service, it will create a sense of security to make transactions and will affect the user's assessment of the service.

4.2 Validity Test

4.2.1 Covergent Validity

1. Outer Loadings

Based on the results in Table 6, all indicators on the e-service variable have a loading factor value > error variance value of 0.70, meaning that all indicators on this variable can be declared valid. In the e-trust variable, all indicators also have a loading factor value > 0.70, which means that all indicators on this variable can be said to be valid. All indicators on the e-loyalty variable have a loading factor value > 0.70, meaning that all indicators of this variable are declared valid. In the e-satisfaction variable, the loading factor value of all indicators is also > 0.70, which means that all indicators on this variable are valid and can be continued to the next stage.

Table 6 Outer Loadings

E-service		E-trust		E-loyalty		E-satisfaction	
X1.1	**0.723**	X2.1	0.793	Y1.1	0.835	M1.1	0.780
X1.2	0.761	X2.2	0.754	Y1.2	0.877	M1.2	0.747
X1.3	0.777	X2.3	0.811	Y1.3	0.875	M1.3	0.786
X1.4	0.732	X2.4	0.814	Y1.4	0.864	M1.4	0.770
X1.5	0.722	X2.5	0.791	Y1.5	0.826	M1.5	0.723
X1.6	0.771	X2.6	0.712			M1.6	0.741
X1.7	0.736					M1.7	0.747
X1.8	0.770					M1.8	0.773
X1.9	0.744						
X1.10	**0.715**						

Source: Researcher Data Processed SmartPLS 4 (2024)

2. Construct Reliability and Validity

Based on the results in Table 7, the e-service variable has an AVE value of 0.556, the e-trust variable is 0.609, the e-loyalty variable is 0.732, and the e-satisfaction variable is 0.556. All variables have an AVE value > 0.50, so it can be said that all indicators are valid and reliable to use.

Table 7 Construct Reliability and Validity

	Average Variance Extracted (AVE)
E-service	0.556
E-trust	0.609
E-loyalty	0.732
E-satisfaction	**0.575**

Source: Researcher Data Processed SmartPLS 4 (2024)

4.2.2 Discriminant Validity

1. Cross Loadings

Based on the data in Table 8, the results of the cross loadings value between indicators and their constructs can be presented as follows; e-service has a correlation with its indicators, namely X1.1-X1.10 > compared to the correlation of these indicators on other variables. E-trust has a correlation with its indicators, namely X2.1-X2.6 > compared to the correlation of these indicators on other variables. E-loyalty has a correlation with its indicators, namely Y1.1-Y1.5 > compared to the correlation of these indicators on other variables. E-satisfaction has a correlation with its indicator, namely M1.1-M1.8 > compared to the correlation of these indicators on other variables. In connection with this data, it can be said that the correlation of each construct with its indicators is valid.

Table 8 Cross Loadings

	E-service	E-trust	E-loyalty	E-satisfaction
X1.1	**0.723**	**0.510**	**0.384**	**0.497**
X1.2	**0.761**	0.518	0.333	0.502
X1.3	**0.777**	0.493	0.328	0.508
X1.4	**0.732**	0.466	0.374	0.450
X1.5	**0.722**	0.496	0.334	0.565
X1.6	**0.771**	0.569	0.371	0.550
X1.7	**0.736**	0.475	0.324	0.463
X1.8	**0.770**	0.519	0.467	0.675
X1.9	**0.744**	0.473	0.322	0.515
X1.10	**0.715**	**0.498**	**0.359**	**0.502**
X2.1	0.584	**0.793**	0.309	0.473
X2.2	0.460	**0.754**	0.310	0.465
X2.3	0.542	**0.811**	0.388	0.553
X2.4	0.486	**0.814**	0.425	0.520
X2.5	0.532	**0.791**	0.366	0.541
X2.6	0.552	**0.712**	0.396	0.511
Y1.1	0.343	0.323	**0.835**	0.414
Y1.2	0.451	0.451	**0.877**	0.465
Y1.3	0.435	0.457	**0.875**	0.471
Y1.4	0.416	0.424	**0.864**	0.439
Y1.5	0.429	0.350	**0.826**	0.430
M1.1	0.515	0.512	0.357	**0.780**
M1.2	0.565	0.561	0.368	**0.747**
M1.3	0.532	0.516	0.367	**0.786**
M1.4	0.595	0.513	0.473	**0.770**
M1.5	0.455	0.386	0.389	**0.723**
M1.6	0.503	0.469	0.369	**0.741**
M1.7	0.525	0.514	0.349	**0.747**
M1.8	0.591	0.502	0.465	**0.773**

Source: Researcher Data Processed SmartPLS 4 (2024)

2. Fornell Larcker Criterion

Based on the data in Table 9, it can be seen that the fornell lacker criteron value for each variable is presented as follows; e-satisfaction has a value of 0.759 > 0.709, 0.657 and 0.520, e-service of 0.745 > 0.675 and 0.487, e-trust of 0.780 > 0.473, and e-loyalty of 0.856 > 0.520.

The Fornell lacker criterion results of all variables have values that are in accordance with the discriminant validity criteria.

Table 9 Fornell Lacker Criteron

	E-satisfaction	E-service	E-trust	E-loyalty
E-satisfaction	**0.759**			
E-service	0.709	**0.745**		
E-trust	0.657	0.675	**0.780**	
E-loyalty	0.520	0.487	0.473	**0.856**

Source: Researcher Data Processed SmartPLS 4 (2024)

4.3 Reliability Test

Based on results in Table 10, the Cronbach's alpha value of the e-service variable is 0.911, e-trust is 0.871, e-loyalty is 0.909, and e-satisfaction is 0.895. Then the composite reliability value of the e-service variable is 0.926, e-trust is 0.903, e-loyalty is 0.932, and e-satisfaction is 0.916. In connection with this data, it is concluded that all variables have a Cronbach's alpha and composite reliability value > 0.70, so that the reliability test of all variables can be declared reliable.

Table 10 Cronbach's Alpha dan Composite Reliability Values

	Cronbach's Alpha	Composite Reliability
E-service	0.911	0.926
E-trust	0.871	0.903
E-loyalty	0.909	0.932
E-satisfaction	0.895	0.916

Source: Researcher Data Processed SmartPLS 4 (2024)

4.4 Inner Model

1. R-Square

Based on the data in Table 11, it can be seen that the r-square value of e-loyalty is 0.297, meaning that this variable can be explained by the e-satisfaction variable by 29.7% while the rest is explained by other variables. Then the r-square value on e-satisfaction is 0.555, meaning that this variable can be explained by the e-service and e-trust variables by 55.5% while the rest is explained by other variables.

Table 11 R-Square

	R-Square
E-loyalty	0.297
E-satisfaction	0.555

Source: Researcher Data Processed SmartPLS 4 (2024)

4.5 Hypothesis Test

4.5.1 Direct Effect

According to (Hair et al., 2019) after the research model is declared feasible, hypothesis testing can be carried out (Savitri et al., 2021). Based on the data in Table 12, first, the result of the coefficient value of e-service (X1) on e-satisfaction (M1) is 0.488 (positive), p-value 0.000 1.96, meaning that it has a significant effect. Second, the result of the e-service path coefficient (X1) on e-loyalty (Y1) is 0.168 (positive), p-value 1.624 > 0.05 and t-statistic value 0.104 < 1.96, meaning there is an influence but not significant. Third, the result of the path coefficient value of e-trust (X2) on e-satisfaction (M1) is 0.328 (positive), p-value 0.001 1.96, meaning there is a significant effect. Fourth, the result of the path coefficient value of e-trust

(X2) on e-loyalty (Y1) is 0.169 (positive), p-value 0.069 > 0.05, and t-statistic value 1.817 < 1.96, meaning that it has an effect but not significant. Fifth, the result of the path coefficient value of e-satisfaction (M1) on e-loyalty (Y1) is 0.290 (positive), p-value 0.001 1.96, meaning it has a significant effect.

Table 12 Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
E-satisfaction (M1) -> E-loyalty (Y1)	0.290	0.283	0.088	3.316	0.001
E-service (X1) -> E-satisfaction (M1)	0.488	0.480	0.107	4.553	0.000
E-service (X1)-> E-loyalty (Y1)	0.168	0.168	0.103	1.624	0.104
E-trust (X2) -> E-satisfaction (M1)	0.328	0.344	0.101	3.245	0.001
E-trust (X2)-> E-loyalty (Y1)	0.169	0.174	0.093	1.817	0.069

Source: Researcher Data Processed SmartPLS 4 (2024)

4.5.2 Indirect Effect

Based on the data in Table 13, the results of the coefficient value of the e-service variable (X1) on e-loyalty (Y1) through e-satisfaction (M1) are 0.142 (positive), a p-value of 0.008 1.96, so it can be said that e-service (X1) has a significant effect on e-loyalty (Y1) through the mediation of e-satisfaction (M1). Then the path coefficient value of the e-trust (X2) variable on e-loyalty (Y1) through e satisfaction (M1) is 0.095 (positive), the p-value is 0.016 1.96, so it can be said that e-trust (X2) has a significant effect on e-loyalty (Y1) through the mediation of e-satisfaction (M1).

Table 13 Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
E-service (X1) -> satisfaction (M1) -> E-loyalty (Y1)	0.142	0.136	0.054	2.642	0.008
E-trust (X2) -> E-satisfaction (M1) -> E-loyalty (Y1)	0.095	0.096	0.039	2.418	0.016

Source: Researcher Data Processed SmartPLS 4 (2024)

6. Discussion

6.1 The Effect of E-service on E-satisfaction

The test results show that DANA e-wallet users tend to feel satisfied when they get good service. This is in line with the findings (Syahidah & Aransyah, 2023), (Kumbara et al., 2023), and (Liana & Fadli, 2024), namely the level of e-service provided by e-wallet has an impact on user e-satisfaction. In line with the previous statement, where the e-service offered by e wallet can increase the e-satisfaction of its users. Efficiency and system availability have an important role in increasing user e-satisfaction. These two dimensions indicate the ease with which users can access applications and information, ease of transactions, good display features, and no obstacles when users use the DANA e-wallet.

Efficiency is an important dimension, where Generation Z as a group of users who are quite familiar with technology and have high expectations for services that are fast and practical. So that when the DANA e-wallet is able to meet these expectations, user satisfaction also tends to increase. The system availability dimension shows that users need good and

stable access, especially when transacting or making payments in real time. When the application often experiences problems such as lag, errors, or inaccessibility, it can reduce user e satisfaction, even though the features are complete.

In addition, fulfillment and privacy show factors such as the speed of the application processing transactions, the presence of promotions (cashback & discounts) and security guarantees in protecting personal information and transaction history. These dimensions indicate that DANA e-wallet users feel safe and satisfied with an efficient and profitable transaction and payment experience. The fulfillment dimension indicates that services that meet user expectations lead to e-satisfaction, because they feel they get more value from the services used. The privacy dimension shows that when users feel their personal information is well guarded, the level of e-satisfaction with e-wallet also increases. So it is important for DANA e-wallet to continue to pay attention to the extent of e-service that has been applied to its users.

6.2 The Effect of E-trust on E-satisfaction

The test results show that user satisfaction is also influenced by user trust in the DANA e wallet. This is in line with research (Savitri & Pertiwi, 2022), (Kumbara et al., 2023), and (Devi et al., 2024), explaining that the e-trust created by e-wallet companies can be felt by its users and affects user e-satisfaction. In line with the previous statement, trust is one of the influential factors in creating user satisfaction. E-trust built by DANA e-wallet such as ensuring the security of each user's data and security when making transactions.

Benevolance, ability, and integrity show user trust because DANA e-wallet can be trusted in ensuring transaction security, good services and features and fulfilling all the conditions it has. The benevolance dimension indicates that when users feel that service providers are not only looking for profits, but also pay attention to the comfort of their users. So that this will increase user e-satisfaction with the DANA e-wallet. The ability dimension indicates that when users assess that DANA e-wallet has stable application performance, complete features, and is able to solve technical problems properly and quickly, users will feel safer and satisfied to use this service. The integrity dimension shows that users believe that DANA e-wallet shows consistency between what is promised and what is done, and operates in accordance with applicable legal provisions. So this makes it easier for users to entrust their personal data and transactions to the DANA e-wallet.

Willingness to depend shows that the DANA e-wallet is reliable and users are not worried about accepting the risks that occur. When users are willing to entrust their data and financial transactions to the DANA e-wallet, the level of e-trust is also quite high. So that the e-trust of DANA e-wallet users is related to the reliability of the application in ensuring security and confidence in the fulfillment of existing conditions. Therefore, user e-trust continues to be improved and maintained, the level of e-satisfaction will also increase.

6.3 The Effect of E-service on E-loyalty

The test results show that the services provided by the company do not have a significant impact on the loyalty of DANA e-wallet users. This is evidenced by the findings of (Kumbara et al., 2023) and (Rahmadina & Hasan, 2024), stating that increasing or decreasing the e-service of e-wallet companies does not have a significant impact on the e-loyalty of its users. In line with the previous statement, the e-service received by users does not affect the e-loyalty of its users to continue using e-wallet services. The dimensions of e-service on the DANA e-wallet show factors such as ease of transactions, attractive promotions, and security guarantees that play a role in increasing user e-satisfaction. These four dimensions have shown a strong contribution to the level of user e satisfaction, so that in these findings the services provided by the DANA e-wallet can increase positive perceptions of the experience of using the application. These dimensions are also not enough to directly influence the e-loyalty of DANA e-wallet users. Variables that directly affect e-loyalty besides e-satisfaction are brand passion, brand pride, brand image and consumer preferences (Kumbara et al., 2023; Trifiyanto, 2024). So that the direct effect of e-service on e-loyalty is not significant.

6.4 The Effect of E-trust on E-loyalty

The test results show that the trust that users have does not have a significant impact on the loyalty of DANA e-wallet users. This is evidenced by the findings of (Syahidah & Aransyah, 2023) and (Rahmadina & Hasan, 2024), which state that an increase or decrease in e-trust has a positive effect on user e-loyalty but is not significant. E-trust also has no significant impact in influencing user e-loyalty to continue using e-wallet services.

This finding shows that e-trust has more impact in shaping e-satisfaction first, which will then become the basis for encouraging the level of user loyalty. Although users feel that DANA e-wallet is reliable and safe in ensuring user trust, it is still not enough to directly create loyalty. The variables that influence e-loyalty directly besides e-satisfaction are brand passion, brand pride, brand image and consumer preferences (Kumbara et al., 2023; Trifiyanto, 2024). So that the direct effect of e-trust on e-loyalty is not significant.

6.5 The Effect of E-satisfaction on E-loyalty

The test results show that the loyalty of DANA e-wallet users is influenced by the satisfaction with this application. This is evidenced by the findings (Syahidah & Aransyah, 2023), namely e-satisfaction on e-loyalty has a positive and significant effect on increasing or decreasing user loyalty when using e-wallets. In line with the previous statement, e-satisfaction is an important factor that must be considered in increasing user e-loyalty to continue using e wallets.

Convinience, site design, and serviceability play an important role in increasing user e loyalty. These dimensions indicate user satisfaction when transacting and an attractive application display, easy access to complete information (guides, transaction history, promotions), and satisfaction with user service. The convenience dimension shows that when users feel consistent comfort in conducting daily financial transactions, the tendency to continue using the DANA e-wallet will also increase and reduce the possibility of switching to other applications. The site design dimension shows that an attractive and informative design can create a sense of trust, which then leads to increased user loyalty. The serviceability dimension is that when users feel they are getting good service, they will more easily form an emotional bond with the brand and show higher loyalty.

In addition, merchandising and security show factors such as satisfaction with the promotions provided, as well as satisfaction with security guarantees for both personal information and transaction history. The merchandising dimension shows that promotions such as cashback or discounts can increase user e-loyalty. The security dimension is when the security system owned by the DANA e-wallet can run well and is able to provide a sense of security, the level of user e-loyalty will also increase. When users are satisfied with these factors, it creates a tendency for users to reuse the DANA e-wallet and increase loyalty. Conversely, user dissatisfaction can cause diversion to use other more adequate e-wallets.

6.6 The Effect of E-service on E-loyalty Through E-satisfaction as a Mediating Variable

The test results show that e-service has a positive and significant effect of 14.2% in increasing or decreasing the level of e-loyalty of DANA e-wallet users mediated by e satisfaction. This finding indicates that user e-satisfaction with e-service has an important role in shaping e-loyalty. Good e-service will have more impact if it is able to create and improve e-satisfaction first, then e-satisfaction will become the basis for the formation of user e-loyalty. This finding is in line with research (Kumbara et al., 2023) and (Syahidah & Aransyah, 2023), namely e-service on e-loyalty through the mediation of e-satisfaction has a positive and significant impact. So it can be said that e-satisfaction as a mediating variable has a full role or full mediation.

The results of direct effect testing regarding e-service on e-loyalty have a positive but insignificant effect. This finding indicates that the e-service provided by the DANA e-wallet has not been able to directly increase the loyalty of its users. Although the services offered

are considered good, this is not enough to make users consistently choose and use DANA e-wallet services continuously.

6.7 The Effect of E-trust on E-loyalty Through E-satisfaction as a Mediating Variable

The test results show that e-trust has a positive effect of 9.5% and is significant in increasing or decreasing the level of e-loyalty of DANA e-wallet users mediated by e satisfaction. This indicates that high user e-trust will have more impact if it is able to create and improve e-satisfaction first. This finding is in line with research (Syahidah & Aransyah, 2023) and (Kumbara et al., 2023), namely e-trust has a positive and significant impact on e loyalty through the mediation of e-satisfaction. This strengthens the research findings that e satisfaction is an important factor in building e-loyalty for DANA e-wallet users, even when user e-trust has been formed. So it can be said that e-satisfaction as a mediating variable has a full role or full mediation.

The results of direct effect testing regarding e-trust on e-loyalty have a positive but insignificant impact. This shows that even though users have a certain level of e-trust in the DANA e-wallet, it is not enough to encourage users to be loyal or continue to use the DANA e-wallet. Thus, e-trust does not have a direct impact on creating e-loyalty, but must be mediated by user e-satisfaction.

7. Conclusions

From the research findings and discussion, it can be concluded that:

1. E-service has a positive and significant effect on e-satisfaction of DANA e-wallet users in Generation Z of Karawang Regency. So it is important for DANA e-wallet to keep paying attention to the extent to which e-service has been applied to its users.

2. E-trust has a positive and significant effect on e-satisfaction of DANA e-wallet users in Generation Z of Karawang Regency. Therefore, e-trust must be continuously improved and maintained, then the level of e-satisfaction will also increase.

3. E-service has a positive but insignificant effect on the e-loyalty of DANA e-wallet users in Generation Z of Karawang Regency. The e-service received by users does not affect the e loyalty of its users to continue using DANA e-wallet services.

4. E-trust has a positive but insignificant effect on the e-loyalty of DANA e-wallet users in Generation Z of Karawang Regency. E-trust also does not have a significant impact in influencing user e-loyalty to continue using DANA e-wallet services.

5. E-satisfaction has a positive and significant effect on e-loyalty of DANA e-wallet users in Generation Z of Karawang Regency. E-wallet DANA can maintain the satisfaction of its users by providing services according to user expectations, so that the level of e-loyalty also increases.

6. E-service has a positive and significant effect on e-loyalty through e-satisfaction as a mediating variable. So that the e-service provided by the DANA e-wallet to users does not directly affect e-loyalty, but must be mediated by e-satisfaction.

7. E-trust has a positive and significant effect on e-loyalty through e-satisfaction as a mediating variable. So that the e-trust felt by DANA e-wallet users does not directly affect e-loyalty, but must be connected by e-satisfaction.

This research describes the variables that can affect e-wallet e-loyalty in certain regions. For further researchers, it is hoped that they can conduct more in-depth research on hypotheses that prove insignificant in this study, such as e-service on e-loyalty and e-trust on e-loyalty. This research is also expected to used as a reference for further research.

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