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The Effect of Shopeepay E-Wallet Use On Shopeepay User Satisfaction and Loyalty in Tangerang City

Azzahra Baby Dwi Putri [1], Nur Fitri Dewi [2], Noviyanti [3]
[1,2,3] Digital Business, Faculty of Economics and Business, Universitas Global Jakarta, Indonesia

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Corresponding Author:
Azzahra Baby Dwi Putri,
Digital Business, Faculty of Economics and Business,
Universitas Global Jakarta,
Indonesia
Email:
babytjik@gmail.com

ABSTRACT

This study aims to analyze the effect of e-wallet usage on ShopeePay user loyalty in Tangerang, mediated by user satisfaction. In this study, the researcher used a quantitative research type with a survey method. This study applied a questionnaire as the research instrument measured using a Likert scale. The sampling method for this study was non-probability sampling with a purposive sampling technique using sample criteria, namely ShopeePay users living in Tangerang City.The collected data were processed using Statistical Package for the Social Sciences (SPSS) software. The results of the study indicate that partially e-wallet usage (X) has a positive and significant effect on ShopeePay user satisfaction (Z) in Tangerang. However, user satisfaction (Z) has a positive and insignificant effect on ShopeePay user loyalty (Y) in Tangerang. Then, based on the results of the path analysis, it shows that e- wallet usage has a positive and significant effect on ShopeePay user loyalty in Tangerang through user satisfaction. The results of the coefficient of determination show that partially the use of e-wallet (X) has an effect on user loyalty (Y) of 15.7%, then simultaneously the variable of e-wallet use (X) through user satisfaction (Z) has an effect on user loyalty (Y) of 73.9%.

Keywords: E-Wallet Usage, User Loyalty, User Satisfaction, ShopeePay

1. INTRODUCTION

The transformation of information technology that has created digital finance has provided numerous benefits for the development of the people's economy, enabling them to be more productive. These benefits can also strengthen aspects of digital marketing, financial technology, and payment transaction innovation within the context of the digital economy (Salma et al., 2023). With the development of information and communication technology, non-cash payment systems using cards such as debit cards, credit cards, and electronic money have now become the primary choice for transactions, eliminating the need for people to carry large amounts of cash (Durman & Wafa, 2024).

Digital finance has become a crucial element in the transformation of the modern economy, offering a variety of services that facilitate transactions and financial access. One popular form of digital finance is the electronic wallet (e-wallet), which allows users to make payments quickly and efficiently through mobile applications. According to GoodStats (2024), digital wallets, or e-wallets, have become a popular payment system for e-commerce shopping. According to Yonatan (2024), 77% of respondents chose to use this payment method when shopping online. The use of e-wallets not only provides convenience but also increases consumer purchasing interest due to the more practical and secure transaction process (Dewi et al., 2021).

E-wallets offer various conveniences, such as fast, secure, time-saving transactions, and often come with various attractive offers, such as cashback and discounts (Zada & Sopiana, 2021). Based on data from Bank Indonesia, e- wallet transactions in Indonesia continue to show significant growth. By 2024, the value of e-wallet transactions is projected to reach more than IDR 400 trillion, reflecting a 20% growth compared to the previous year (Bank Indonesia, 2024). The combination of widespread internet access and increasingly massive smartphone use creates a conducive environment for the development of digital transactions in Indonesia.

Data cited from GoodStats (2024) shows that in the last five years, the value of electronic money transactions in Indonesia has experienced a significant surge along with the increasing adoption of digital technology by the public. Bank Indonesia's monetary policy report for the third quarter of 2023 also revealed significant achievements. The value of electronic money transactions reached IDR 116.54 trillion, while QRIS transactions surged to IDR 56.92 trillion. More than 41.84 million users and 29.04 million merchants were involved, many of whom were MSMEs (Waluyo, 2023). The use of digital wallets, or e-wallets, has become an integral part of people's transaction activities, especially in the e-commerce ecosystem. ShopeePay, as an e-wallet service integrated with the Shopee online shopping platform, offers various conveniences for its users.

ShopeePay was first launched by PT Airpay International in 2018 by integrating e-wallet features into the Shopee application, after obtaining an official license from Bank Indonesia (Windiarti, et al., 2022). Based on a survey conducted by Chaniago & Suwaidi (2024), ShopeePay recorded the highest user satisfaction rate at 82%, followed by OVO at 77%, GoPay at 71%, and DANA at 69% (Chaniago & Suwaidi, 2024). In Indonesia, one of the main problems is technical constraints in the ShopeePay application, such as transaction failures, incorrect balance deductions, and delays in top-up and refund processes. Although ShopeePay has reached millions of users, complaints still arise regarding application errors during offline payments at merchants and when used for large transactions. These issues are often attributed to the ShopeePay application's internal system, which is not yet fully stable under certain conditions. Security and data protection issues are a serious concern, with some users reporting potential data leaks and attempted unauthorized access, impacting consumer trust.

According to Bank Indonesia (2023), one of the main challenges for digital wallets, including ShopeePay, is improving the protection system against potential fraud, particularly those arising from application weaknesses and the lack of optimal dual authentication features. An analysis of user reviews on the Google Play Store and App Store platforms reveals a consistent pattern in ShopeePay's assessments. Around 15-20% of users gave a 1-star rating, highlighting serious issues such as failed transactions, lost balances, slow verification processes, and unresponsive customer service. A 2-star rating covers 10-15% of reviews, with the main complaints related to promotions not being disbursed, top-up errors, or delayed refund processes. Meanwhile, 20-25% of users gave a 3-star rating, indicating a neutral attitude towards the platform.

2. LITERATURE REVIEW

Customer Satisfaction Theory

According to Kotler & Armstrong (in Trulline, 2021), e-commerce functions as an online channel accessible to businesses to conduct their activities and for consumers to obtain the information they need to make informed choices. Functionally, e-commerce has several important functions that support modern economic activity. First, the transaction function, which provides a means for customers and sellers to carry out the purchasing, payment, and confirmation processes quickly and efficiently. Second, the information function, where e-commerce provides product details, prices, reviews, ratings, and various additional information that helps consumers make more rational purchasing decisions. Third, the marketing function, which provides a space for businesses to market products through digital promotions, personalized recommendations, and visual campaigns. Fourth, the digital payment function, which enables the integration of e-wallets such as ShopeePay to simplify the payment process without physical cash. Fifth, the customer service function, which provides two-way communication features, live assistance, and a service rating system that strengthens user trust and experience (Wulandari & Setiawan, 2023).

Electronic Money (E-Money)

Electronic money is digital money stored in electronic media such as cards or mobile devices, enabling electronic payments without the use of conventional cash (Andani et al., 2024). Types of electronic money include e- wallets, prepaid cards, and transactions through digital banking applications. According to Purwanto and Ali (Andani et al., 2024), the use of electronic money has experienced significant growth in various countries, where this technology is adopted to simplify and increase transaction efficiency. The existence of electronic money is crucial in the modern era because it facilitates fast and efficient payments, supports the development of the digital economy, and increases accessibility to financial services for the wider community.

E-Wallet

According to Mulyana & Wijaya in (Rizki, et al., 2025), an e-wallet or electronic wallet is a digital payment method that uses server-based electronic media, allowing users to store, manage, and conduct financial transactions easily and securely. E-wallet payments are considered one of the most popular transaction methods due to their convenience, protection, and flexibility (Rizki, et al., 2025). An e-wallet or electronic wallet is a digital payment tool that uses server-based electronic media. In general, an e-wallet is a server-based application where the process of use requires an internet connection to connect each other between consumers and service providers. The existence of e- wallets themselves aims to facilitate transactions for their users (Nuha et al., 2020). E-wallets function almost the same as pocket wallets. E-wallets were first recognized as a method for storing money in electronic form, but later became popular because their transaction system provides a convenient method for users to store and use their money in transactions. According to Syahrial (Berliana, 2023), the existence of e-wallets reflects changes in people's lifestyles influenced by the rapid development of information technology. Furthermore, the increasing use of e- wallets has also given rise to several new behaviors in society. One of these is a tendency towards greater consumerism due to ease of access and various offers such as cashback, discounts, and other promotions (Mujahidin, 2020). E-wallets are a form of high-tech electronic service that does not require cash, allowing users to shop online as long as they have a registered account. They can be used anywhere with a password for access (Alam et al., 2021). The indicators used to calculate e-wallet usage variables, according to Sari et al. (2021), are:

1) Service features,
2) Security,
3) Difficulty,
4) Perceived benefits.

ShopeePay

Shopeepay is one of the features available on Shopee. ShopeePay serves as an alternative payment method on Shopee and can accommodate refunds. Features available on Shopeepay include balance top-ups, payment for transactions on Shopee, and withdrawals from Shopeepay (Anthony & Sama, 2021). ShopeePay is commonly used for payments on Shopee. The Shopee logo is the visual element that defines the identity of Southeast Asia's largest e- commerce platform.

User Satisfaction

According to Kotler & Keller (2016), customer satisfaction is a feeling of pleasure or disappointment after comparing product performance with expectations. Meanwhile, according to Hasan (Setiawan, 2024), satisfaction and dissatisfaction are post-purchase evaluations, where the chosen alternative at least matches or exceeds customer expectations, and dissatisfaction occurs when the outcome does not meet expectations.

According to Kotler (2016), there are four ways to measure customer satisfaction: 1) Complaint and Suggestion System, 2) Customer Satisfaction Surveys, 3) Ghost Shopping, and 4) Lost Customer Analysis. According to Irawan (in Wardani et al., 2020), several indicators of consumer satisfaction are explained, including:

1) Feelings of satisfaction (in the sense of being satisfied with the product or service provided) or dissatisfaction when consumers receive the product or service provided by the company.
2) Consumers will continue to make repeat purchases if they are satisfied and their expectations are met.
3) Satisfied consumers will tell others and recommend the company, thereby attracting and increasing the number of customers.
4) Fulfillment of consumer expectations after purchasing a product or service, namely whether or not the quality of the product or service purchased matches the consumer's expectations.

User Loyalty

User or consumer loyalty is a customer's commitment to a brand, store, or supplier based on a highly positive long-term purchasing behavior (Tjiptono, 2020). According to Oliver (in Nirawati et al., 2020), consumer loyalty is a deeply held commitment to consistently repurchase a preferred product or service in the future, regardless of situational influences and marketing efforts that could potentially lead to switching behavior. Loyal consumers will generally continue to purchase a particular brand even when faced with numerous alternative competing brands. According to Zikmund (in Rachman & Oktavianti, 2021), several factors can influence consumer loyalty, namely:

1) Satisfaction
   Customer satisfaction is the comparison between customer expectations and the reality they receive or perceive.
2) Emotional Bonding
   Consumers can be influenced by a brand that has its own appeal, allowing consumers to identify with a brand, as a brand can reflect the consumer's characteristics. The bond created by a brand is when consumers feel a strong connection with other consumers who use the same product or service.
3) Trust
   A person's willingness to trust a company or brand to perform or carry out a function.
4) Convenience (choice reduction and habit)
   Consumers will feel comfortable with the quality of a product and brand when their transaction situation provides convenience. Part of consumer loyalty, such as regular product purchases, can be based on accumulated experience over time.
5) Experience with the company (history with the company)
   A person's experience with a company can shape behavior. When receiving good service from a company, they are more likely to repeat their behavior with that company.

3. RESEARCH METHODS

Types of Research

In this study, the researcher employed a quantitative research method. A research method is a method used to obtain data according to the research needs (Sugiyono, 2018; Rachmawati, et al., 2024). The method used was a survey. Using a questionnaire, which will be explained further later, the researcher sought to delve deeper into the influence of ShopeePay e-wallet usage on ShopeePay user loyalty in Tangerang City, mediated by user satisfaction.

The population that is the focus of this research is all ShopeePay e-wallet users who are active in Tangerang City in using Shopee services to make payments or transactions. The research sampling method used is purposive sampling, which is a research sample selection technique based on certain criteria and specific selection (Sugiyono, 2020; Dewi, 2023). Determining samples with an unknown population size refers to the Cochran formula (Darwin et al., 2021). Based on this formula, the minimum sample size required is 96 respondents. The researchers then determined the sample size for this study to be 100 respondents (>96), which is expected to be representative of the population. This research was conducted in Tangerang City, Banten Province, one of Jakarta's supporting cities with significant economic growth. Tangerang City was chosen as the research location due to its high urbanization rate and a population that tends to be open to technology, including the use of digital platforms like e-commerce and e- wallets.

Research Model

The relationship between variables in this research is illustrated through a conceptual framework, which is used to formulate hypotheses in this research, which is shown in the following figure.

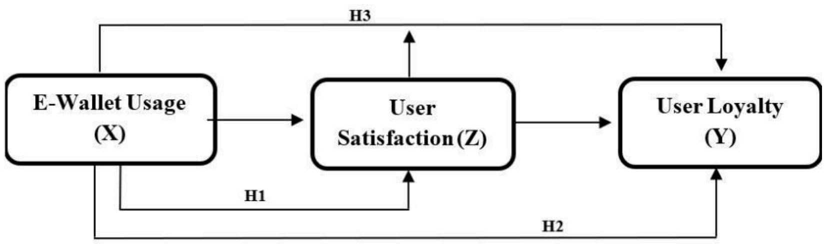

Figure 1. Research Model

The questionnaire was compiled systematically based on indicators from each variable studied, namely e-wallet usage, user satisfaction, and user loyalty using a Likert scale (1-5) (Sugiyono, 2020). The hypotheses in this research are formulated as follows:

H1 : There is a suspected influence between e-wallet use and ShopeePay user satisfaction in Tangerang City.

H2 : There is a suspected influence between user satisfaction and ShopeePay user loyalty in Tangerang City

H3 : There is a suspected influence between e-wallet use and user loyalty, mediated by ShopeePay user satisfaction in Tangerang City.

Dimensions of Variable and Measurement of Research Variable

Table 1. Dimensions of Variable and Measurement of Research Variable

No.	Research Variable	Dimensions / Indicators	Source	Measurement Scale
1	E-Wallet Usage (X)	X.1 Service features, X.2 Security, X.3 Difficulties, X.4 Perceived benefits.	(Sari *et al.,* 2021)	Likert Scale 1 – 5
2	User Satisfaction (Z)	Z.1 Feeling of satisfaction, Z.2 Repurchase / Reuse, Z.3 Recommendation, Z.4 Fulfillment of consumer / user expectations.	Irawan (in Wardani et al., 2020)	Likert Scale 1 – 5
3	User Loyalty (Y)	Y.1 Satisfaction, Y.2 Emotional bond, Y.3 Trust, Y.4 Experience with the Company.	Zikmund (in Rachman & Oktavianti, 2021)	Likert Scale 1 – 5

Source: *Sari et al., (2021); Wardani et al., (2020); Rachman & Oktavianti, (2021)*

Data Analysis Technique

The collected data was processed using the Statistical Package for the Social Sciences (SPSS) software. This study employed a quantitative approach using the Path Analysis method. This technique was chosen to examine the direct and indirect relationships between the independent variables, namely ShopeePay usage (X), and user satisfaction (Z) and user loyalty (Y). According to Sewall Wright in (Kartini, 2023), path analysis is a technique for examining the direct or indirect impact of variables that are considered to be the cause of the influence of the variables required for research. This study explains three substructural relationships. First, the substructural one states the causal relationship from X to Z, the second one states the causal relationship from Z to Y, and the third one states the relationship between X and Y through Z.

Structural Equation 1:

$$\boldsymbol{Z} = \mathbf{P_{zx}} + \boldsymbol{\varepsilon}\mathbf{1} \qquad (1)$$

Structural Equation 2:

$$\mathbf{Y} = \mathbf{P_{yx}}\, \mathbf{X} + \mathbf{P_{yz}}\, \mathbf{Z} + \boldsymbol{\varepsilon}\mathbf{2} \qquad (2)$$

Where:

X = E-Wallet Usage (independent variable)
Z = User Satisfaction (intervening variable)
Y = User Loyalty (dependent variable)
P_{XZ} = Path coefficient from X to Z
P_{YZ} = Path coefficient from Z to Y
P_{YX} = Path coefficient from X to Y
P_{YZX} = Path coefficient from X to Y through Z
e = Error term or residual

SPSS was chosen for its ability to analyze data quickly and accurately. Path analysis was conducted using SPSS software, which allows for statistical model testing, allowing for in-depth interpretation of the results. By using a structured questionnaire, SPSS software, and the path analysis method, this study is expected to produce valid data and accurate analysis, thus making a meaningful contribution to understanding the influence of ShopeePay usage on user satisfaction and loyalty.

4. RESULT AND ANALYSIS

Based on the questionnaire data collected in this study, it can be found that based on the characteristics of the respondents seen in terms of gender, the overall sample of respondents in this study is dominated by male consumers as much as 61%. In addition, overall respondents in this study were dominated by 47% aged 17-22 years. From the sample collected as many as 100 respondents in this study seen based on the respondents' employment status, overall respondents in this study were dominated by samples who had employment status as students as much as 49%. Overall, respondents in this study were dominated by samples who had the latest education of high school / vocational school as much as 50%. In addition, the majority of respondents in this study were dominated by those domiciled in Tangerang district with a monthly income of less than Rp. 1,500,000 and in the range of Rp. 4,500,001 - Rp. 7,000,000.

Linear Regression Analysis

Researchers used regression analysis because they wanted to measure the influence of one (1) independent variable, namely e-wallet usage (X), through one (1) mediating variable, namely user satisfaction (Z), on one (1) dependent variable, namely user loyalty (Y). The following are the results of the regression analysis test for the e- wallet usage variable on user satisfaction (X Z):

Table 2. Simple Linear Regression Analysis (Equation 1) ((X Z)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	34.219	3.619		9.456	.000
	Penggunaan E-Wallet	.307	.072	.396	4.268	.000

a. Dependent Variable: Kepuasan Pengguna

Source: Primary Data processed with SPSS (2025)

Through this simple linear regression, it can be concluded that the constant value (a) is known to be 34.219, which means that the consistency value of the Z variable is 34.219. The regression coefficient X is 0.307, which means that if the e-wallet usage variable increases, then the value of user satisfaction increases by 0.307. The regression coefficient is positive, so it can be concluded that the effect of the X variable on the Z variable is positive.

Table 3. Multiple Linear Regression Analysis (Equation 2) (X & Z Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.173	3.645		1.145	.255
	Penggunaan E-Wallet	.830	.057	.822	14.551	.000
	Kepuasan Pengguna	.112	.074	.086	1.525	.130

a. Dependent Variable: Loyalitas Pengguna

Source: Primary Data processed with SPSS (2025)

Based on the results of the regression analysis, it can be concluded that both e-wallet usage and user satisfaction have a positive influence on user loyalty. A constant value of 4.173 indicates that even though e-wallet usage and user satisfaction are at zero, user loyalty remains at a positive level. The e-wallet usage variable has the most dominant influence with a regression coefficient of 0.830, which means that increasing the intensity of e-wallet usage will significantly increase user loyalty. Meanwhile, user satisfaction also contributes positively to loyalty, although with a smaller effect, namely 0.112. Overall, these two independent variables are proven to play a role in driving user loyalty, with e-wallet usage being the factor that has the strongest influence.

Partial Significance Test (t-test)

Table 4. t-Test of Hypothesis 1 (Equation 1) (X□Z)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	34.219	3.619		9.456	.000
	Penggunaan E-Wallet	.307	.072	.396	4.268	.000

a. Dependent Variable: Kepuasan Pengguna

Source: Primary Data processed with SPSS (2025)

The table above shows that the t-count value in the first regression equation for the e-wallet usage variable is 4.268, while the t-table value is 1.660 and the significance value is 0.000. Therefore, the t-count value is greater than the t-table value and the significance level is <0.05. Therefore, Ho is rejected and Ha is accepted, indicating that there is a significant influence between the e-wallet usage variable and the user satisfaction variable (H1 is accepted).

Table 5. t-Test of Hypothesis 2 (Equation 2) (X & Z □ Y)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.173	3.645		1.145	.255
	Penggunaan E-Wallet	.830	.057	.822	14.551	.000
	Kepuasan Pengguna	.112	.074	.086	1.525	.130

a. Dependent Variable: Loyalitas Pengguna

Source: Primary Data processed with SPSS (2025)

Based on the table above, it shows the t-count value in the second regression equation for the user satisfaction variable is 1.525, while the t-table is 1.660 and the significance value is 0.130. Therefore, the t-count value < t-table and the significance level> 0.05. So Ha is rejected and H0 is accepted, which indicates that there is an insignificant influence between the user satisfaction variable and the user loyalty variable (H2 is rejected).

However, based on the results of the multiple linear regression analysis in Table 3, it shows that the regression coefficient (β2) of the user satisfaction variable is 0.112 with a positive direction indicating that every one unit increase in user satisfaction will increase user loyalty by 0.112. If the user satisfaction variable (Z) increases, the user loyalty variable (Y) will also increase, and vice versa. Therefore, based on the results of the multiple linear regression analysis and the t-test, it can be interpreted that there is a positive and insignificant influence between the user satisfaction variable (Z) and the user loyalty variable (Y).

Coefficient of Determination (Adjusted R^2)

Table 6. Adjusted R-Square Value (Equation 1) (X□Z)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396[a]	.157	.148	4.94424

a. Predictors: (Constant), Penggunaan E-Wallet

b. Dependent Variable: Kepuasan Pengguna

Source: Primary Data processed with SPSS (2025)

Table 6 above explains that the coefficient of determination (R-Square) is 0.157. The coefficient of determination (R-Square) is 0.157, or equal to 15.7%. This figure indicates that e-wallet usage influences user satisfaction by 15.7%. The remaining 84.3% (100% - 15.7% = 84.3%) is influenced by other variables outside this regression equation or other variables not tested in this study. Although the model's ability to explain variations in the dependent variable is not significant, the regression model still contributes relevant and significant information. This is evidenced by the t-test results, which indicate that the dependent variable is partially dependent, so the low R- Square value does not reduce the validity of the relationship found in the regression analysis. Furthermore, these results open up opportunities for further research to add other variables that have the potential to provide broader explanations regarding changes in the dependent variable.

Table 7. Adjusted R-Square Value (Equation 2) (X & Z □ Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860[a]	.739	.734	3.60067

a. Predictors: (Constant), Kepuasan Pengguna, Penggunaan E-Wallet

b. Dependent Variable: Loyalitas Pengguna

Source: Primary Data processed with SPSS (2025)

Based on Table 7 above, the coefficient of determination (R-Square) is 0.739. The coefficient of determination (R-Square) is 0.739, or 73.9%. This figure indicates that in the second equation, the variables e-wallet usage and user satisfaction influence user loyalty by 73.9%. The remaining 26.1% (100% - 73.9% = 26.1%) is influenced by other variables outside this regression equation or other variables not tested in this study.

Path-Analysis

This study explains three sub-structural relationships. First, the substructural one states the causal relationship from X to Y, the second one states the causal relationship from X to Z, and the third one states the relationship between Z and Y. So, the following path diagram model can be made:

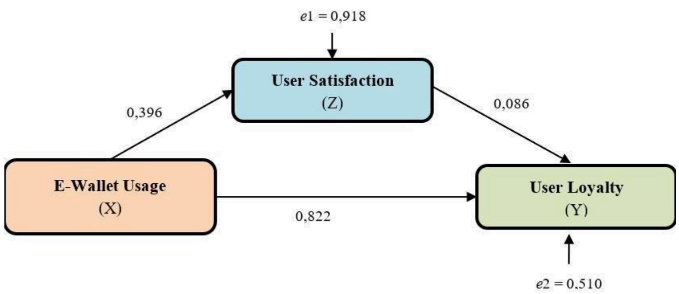

Figure 2. Path-Analysis Model Result

The results of the interpretation of path analysis on the path diagram model can be formulated that the direct influence on the e-wallet usage variable on user satisfaction (X □ Z) is 0.396, the direct influence on the user satisfaction variable on user loyalty (Z□Y) is 0.086, and the direct influence on the e-wallet usage variable on user loyalty (X□Y) is 0.822. While the indirect influence of the e-wallet usage variable through user satisfaction on user loyalty is the multiplication of the beta value (e-wallet usage on user satisfaction) with the beta value (user satisfaction on user loyalty), which is 0.396 x 0.086 = 0.034.

Table 8. Direct Influence and Indirect Influence

Variable	***Path***		***The Influence***	**Total**
		Direct	***Indirect***	
X on Z		0.396		0.396
Z on Y		0.086		0.412
X on Y		0.822	0.396 x 0.086 = 0.034	0.856
*e*1	0.918			0.918
*e*2	0.510			0.510

Based on the total value calculation in Table 8 above, it can be seen that the direct effect of e-wallet usage on user loyalty is 0.822, and the indirect effect of e-wallet usage through user satisfaction on user loyalty is 0.856 (0.822 < 0.856). If the indirect effect is greater than the direct effect, it can be concluded that e-wallet usage, through user satisfaction, has an indirect and significant effect on user loyalty. Therefore, it can be concluded that e-wallet usage, through user satisfaction, has an indirect and significant effect on user loyalty (H3 Accepted).

5. DISCUSSION

E-Wallet Usage on ShopeePay User Satisfaction in Tangerang

Based on the results, it shows that H0 is rejected and Ha is accepted, which means that the e-wallet usage variable has a positive and significant effect on ShopeePay user satisfaction in Tangerang, which means that hypothesis 1 is accepted. Therefore, it can be said that the direction of the influence of e-wallet usage on ShopeePay user satisfaction in Tangerang is positive and significant (H1 is Accepted). In relation to the research results which state that the use of e-wallets has a positive and significant effect on user satisfaction, to increase the satisfaction of ShopeePay users in Tangerang, it is better to further develop the use of e-wallets, especially in terms of security aspects and on the aspect of difficulty. The data leak security and difficulty aspects refer to the trustworthiness and transparency of digital services when using e-wallets. These two aspects are crucial factors influencing user perceptions of the security, convenience, and reliability of the ShopeePay system. If users feel their personal data is well-protected and transaction information is clearly accessible, their satisfaction and loyalty to the platform will increase. A sense of security and good information transparency not only strengthens ShopeePay's professional image, but also creates a positive and sustainable user experience in the digital payment ecosystem.

The empirical findings are strongly related to the theory used, namely the customer satisfaction theory by Kotler & Keller (2016). The t-test results showing that the use of the ShopeePay e-wallet has a positive and significant effect on user satisfaction confirm the Customer Satisfaction Theory framework, where users experience satisfaction after their initial expectations regarding the ease, speed, and convenience of the service are successfully met or even exceeded. This aligns with Oliver's statement that satisfaction arises when the actual experience matches or exceeds expectations. Furthermore, the finding that emotional aspects such as pleasure play a role in shaping user satisfaction demonstrates relevance to customer satisfaction theory, which states that satisfaction is not only based on cognitive evaluation, but also on the emotional value and perceived benefits felt by the user. Furthermore, this theory expands the understanding that strong satisfaction can transform into loyalty, as demonstrated in respondents' tendency to recommend ShopeePay to others. Furthermore, the results of this study not only prove the validity of the theoretical model used but also show how the two theories can complement each other in explaining the dynamics between digital service usage and consumer behavior as a whole, especially among young users who dominate the Tangerang area.

The results of this study align with research conducted by Trania Maharani et al. (2023), which showed that customer satisfaction significantly influences ShopeePay reuse intention. This finding is further supported by Ni Luh Putu Erma Mertaningrum (2023), who stated that ShopeePay's ease of use positively impacts user satisfaction. Furthermore, Mira Gustiana Pangestu et al. (2022) also found that service quality and user experience contribute to increased customer satisfaction.

User Satisfaction with ShopeePay User Loyalty in Tangerang

Based on the results, it shows that H0 is accepted and Ha is rejected, which means that the user satisfaction variable has a positive effect (based on the results of the linear regression analysis) and is not significant (based on the results of the t-test) on ShopeePay user loyalty in Tangerang, which means that hypothesis 2 is rejected. The direction of the influence of user satisfaction on loyalty is positive, but the strength is weak and not strong enough to form a significant relationship. Therefore, it can be said that the direction of the influence of user satisfaction on loyalty of ShopeePay users in Tangerang is positive but not significant (H2 Rejected).

These findings indicate that while ShopeePay users in Tangerang are quite satisfied with the service, this level of satisfaction is not enough to guarantee strong loyalty. This means that users may remain with ShopeePay due to convenience, promotions, or habit, rather than solely satisfaction with the service received. In other words, user satisfaction is not yet a significant determinant of ShopeePay user loyalty in this region. From a service perspective, ShopeePay user satisfaction tends to be influenced by the dimensions of meeting user expectations regarding service quality and user experience. However, because these satisfactions do not significantly influence loyalty, it can be concluded that users are satisfied at the functional level (easy and fast transactions), but have not yet formed an emotional attachment that leads to long-term loyalty. Therefore, ShopeePay needs to improve the emotional satisfaction dimension of users, for example by offering exclusive programs, personalized services, and more engaging digital interactions to build stronger relationships with young users.

Theoretically, the results of this study remain relevant to Kotler & Keller's (2016) Customer Satisfaction Theory. Within the Customer Satisfaction Theory framework, loyalty emerges as a result of satisfaction when the actual experience meets or exceeds user expectations. However, in the context of this study, although confirmation of expectations occurs (users feel quite satisfied), the level of satisfaction has not reached a point capable of generating significant loyalty. This indicates a gap between functional satisfaction and affective loyalty, where users perceive ShopeePay services as good, but do not have a strong commitment to continue using it in the long term. The results of this study indicate that the relationship between satisfaction and loyalty among ShopeePay users in Tangerang is positive but weak, because satisfaction is not sufficient to be the main determinant of loyalty. Other factors such as price, promotions, ease of integration with Shopee e-commerce, and the intensity of the cashback program are likely more dominant in shaping user loyalty.

The results of this study are inconsistent with the findings of Hidayat et al. (2022), who stated that customer satisfaction significantly increases e-wallet user loyalty. However, this study further supports the findings of Sari & Nugroho (2020), who showed that satisfaction does not always lead to loyalty when other external factors such as intense competition between platforms and user preferences for promotions are present. Therefore, it can be concluded that, in the context of young users in Tangerang, satisfaction with ShopeePay is not yet strong enough to foster long-term loyalty due to the influence of dynamic and rational digital behavior.

E-Wallet Usage on ShopeePay User Loyalty in Tangerang, Mediated by Customer Satisfaction

Based on the results of the path analysis test, it shows that H0 is rejected and Ha is accepted, which means that the coefficient value of the indirect influence path (mediation influence) is greater than the direct influence, so it can be concluded that indirectly the e-wallet usage variable through user satisfaction has a positive and significant effect on user loyalty (H3 is accepted).

The results of this study have strong relevance to the theory used, namely Customer

Satisfaction Theory. Customer Satisfaction Theory explains that when user expectations of digital services are met or even exceeded, for example in terms of transaction speed, convenience, or promotional benefits, users will experience positive confirmation that leads to satisfaction. This is in line with Kotler & Keller's ideas in Customer Satisfaction Theory, which states that customer satisfaction is formed not only from a rational assessment of service performance, but also from the perception of value and emotional experience felt by users after using the product. In the context of this study, ShopeePay users who feel satisfied not only because of functionality, but also because of emotional aspects and additional benefits such as promotions, tend to show stronger loyalty. Therefore, Customer Satisfaction Theory in this research framework is able to comprehensively explain how e-wallet use can directly and indirectly shape loyalty, through complex and multidimensional dimensions of satisfaction.

The results of this study align with the findings of Mochammad Fahmi Arsyan & Mahfudz (2022), who demonstrated that ShopeePay user loyalty is indirectly influenced by customer satisfaction, which is closely related to user experience and trust in the service. Furthermore, research by Salsabela Eka Pancarini et al. (2023) also emphasized the crucial role of customer satisfaction in shaping loyalty, reinforcing the conclusion that satisfied users are more likely to be loyal and recommend the service.

6. CONCLUSION

a. E-wallet usage has a positive and significant effect on ShopeePay user satisfaction in Tangerang, as seen from the results of the linear regression test and the partial test (t-test) (H1 is accepted). Therefore, the more frequent and effective e-wallet use is, the higher the level of user satisfaction with ShopeePay. The highest indicator is ineffective service features, indicating that the quality of ShopeePay's features plays a significant role in shaping user satisfaction.
b. User satisfaction has a positive but insignificant effect on ShopeePay user loyalty in Tangerang, as seen from the results of the linear regression test, which shows a positive regression coefficient, and the partial test (t- test) does not meet the requirements (H2 is rejected). This indicates that although the direction of the relationship between satisfaction and loyalty is positive, the level of influence is not statistically strong enough to indicate a significant relationship. In other words, increasing user satisfaction does not necessarily significantly increase loyalty to ShopeePay.
c. E-wallet usage has a positive and significant effect on ShopeePay user loyalty in Tangerang through user satisfaction, as seen from the results of the path analysis (H3 is accepted). This means that user satisfaction acts as a mediating variable, strengthening the relationship between e-wallet usage and user loyalty. The higher the satisfaction users feel with their ShopeePay experience, the greater their likelihood of remaining loyal and continuing to use the service.

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