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THE INFLUENCE OF E-TRUST AND E- SERVICE QUALITY ON E-CUSTOMER LOYALTY FOR DANA DIGITAL WALLET USERS THROUGH E-SATISFACTION AS AN INTERVENING VARIABLE IN PADANG CITY

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ABSTRACT

Purpose: This study aims to determine the effect of Financial Technology, on DANA e-wallet users in the city of Padang.

Theoretical framework: Competition in Financial Technology (fintech) is known as a financial inclusion tool that is currently growing very fast. The development of fintech must certainly be of particular concern because it will be in direct contact with the economic activities of the people. in other words, strict supervision must be carried out in this industry related to the regulations that control it, must be comprehensive, clear and transparent. So the development of fintech can provide maximum benefits to the people. (Saragih, 2019).

Design/Methodology/Approach: The sample size in this study was adjusted to the Structural Equation Model (SEM). This means that a minimum of 100 samples must be included in the SEM study using Partial Least Square (PLS).

Findings: The findings in this study prove that electronic trust and electronic service quality have a significant impact on elecronic customer loyalty through electronic satisfaction as an intervening variable on DANA digital wallet users in Padang city. This proves that satisfaction and customer loyalty will increase along with the improvement of trust and service quality offered in an e-wallet because the user's expectation before using an e wallet is satisfaction and will become loyal.

Research, practical & social implications: The Implicative suggestion from this study is that the DANA e-wallet must prioritize user data security to increase trust and improve service quality for convenience in using the application.

Originality/Value: Some poor reviews found in the play store application make this a gap in this study. So this research emphasizes the analysis of factors that are considered relevant to influence user decisions, specifically trust and service quality on user satisfaction and loyalty. DANA e-wallet users in Padang city are the subjects in this study using the Structural Equation Modeling (SEM) approach. The results of this study are expected to contribute to the development of marketing science.

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A INFLUÊNCIA DA CONFIANÇA ELETRÔNICA E DA QUALIDADE DOS SERVIÇOS ELETRÔNICOS NA FIDELIDADE DOS CLIENTES ELETRÔNICOS AOS UTILIZADORES DA CARTEIRA DIGITAL DANA ATRAVÉS DA SATISFAÇÃO ELETRÔNICA COMO UMA VARIÁVEL INTERVENIENTE NA CIDADE DE PADANG

RESUMO

Objetivo: Este estudo tem como objetivo determinar o efeito da Tecnologia Financeira sobre os usuários de carteira eletrônica DANA na cidade de Padang.

Estrutura teórica: A Competição em Tecnologia Financeira (fintech) é conhecida como uma ferramenta de inclusão financeira que está atualmente crescendo muito rapidamente. O desenvolvimento da fintech deve ser particularmente preocupante, pois estará em contato direto com as atividades econômicas das pessoas, ou seja, deve ser realizada uma supervisão rigorosa nesta indústria relacionada com as regulamentações que a controlam, que deve ser abrangente, clara e transparente. Então o desenvolvimento da tecnologia financeira pode trazer o máximo de benefícios para as pessoas. (Saragih, 2019).

Design/Metodologia/Abordagem: O tamanho da amostra neste estudo foi ajustado ao Modelo de Equação Estrutural (MEE). Isto significa que um mínimo de 100 amostras devem ser incluídas no estudo SEM usando Parcial Least Square (PLS).

Constatações: As descobertas neste estudo provam que a confiança eletrônica e a qualidade do serviço eletrônico têm um impacto significativo na lealdade eletrônica do cliente através da satisfação eletrônica como uma variável interveniente nos usuários de carteira digital da DANA na cidade de Padang. Isso prova que a satisfação e a fidelidade do cliente aumentarão junto com a melhoria da confiança e da qualidade do serviço oferecida em uma carteira eletrônica, porque a expectativa do usuário antes de usar uma carteira eletrônica é a satisfação e se tornará fiel.

Pesquisa, implicações práticas e sociais: A sugestão implícita deste estudo é que a carteira eletrônica DANA deve priorizar a segurança de dados do usuário para aumentar a confiança e melhorar a qualidade do serviço para a conveniência de usar o aplicativo.

Originalidade/Valor: Algumas críticas pobres encontradas no aplicativo Play Store fazem disso uma lacuna neste estudo. Portanto, esta pesquisa enfatiza a análise de fatores que são considerados relevantes para influenciar as decisões do usuário, especificamente confiança e qualidade de serviço na satisfação e lealdade do usuário. Usuários de e-wallet da DANA na cidade de Padang são os sujeitos deste estudo usando a abordagem de Modelagem de Equação Estrutural (SEM). Espera-se que os resultados deste estudo contribuam para o desenvolvimento da ciência do marketing.

Palavras-chave: Confiança Eletrônica (E-Trust), Qualidade de Serviço Eletrônico, Satisfação Eletrônica, Lealdade do Cliente de E-mail.

LA INFLUENCIA DE LA CONFIANZA ELECTRÓNICA Y LA CALIDAD DEL SERVICIO ELECTRÓNICO EN LA FIDELIZACIÓN DE LOS CLIENTES ELECTRÓNICOS PARA LOS USUARIOS DE DANA DIGITAL WALLET A TRAVÉS DE LA SATISFACCIÓN ELECTRÓNICA COMO VARIABLE INTERVENTORA EN LA CIUDAD DE PADANG

RESUMEN

Objetivo: Determinar el efecto de la tecnología financiera sobre los usuarios de la cartera electrónica DANA en la ciudad de Padang.

Marco teórico: La competencia en tecnología financiera (fintech) es conocida como una herramienta de inclusión financiera que actualmente está creciendo muy rápido. El desarrollo de fintech debe ser ciertamente de especial preocupación porque estará en contacto directo con las actividades económicas de la gente, en otras palabras, se debe llevar a cabo una estricta supervisión en esta industria relacionada con las regulaciones que la controlan, debe ser integral, clara y transparente. Así que el desarrollo de la tecnología financiera puede proporcionar los máximos beneficios a la gente. (Saragih, 2019).

Diseño/Metodología/Enfoque: El tamaño de la muestra en este estudio se ajustó al Modelo de Ecuaciones Estructurales (MEB). Esto significa que deben incluirse un mínimo de 100 muestras en el estudio SEM utilizando mínimos cuadrados parciales (PLS).

Hallazgos: Los hallazgos en este estudio demuestran que la confianza electrónica y la calidad del servicio electrónico tienen un impacto significativo en la lealtad electrónica del cliente a través de la satisfacción electrónica como variable interviniente en los usuarios de la cartera digital DANA en la ciudad de Padang. Esto demuestra que la satisfacción y la lealtad del cliente aumentarán junto con la mejora de la confianza y la calidad del servicio ofrecido en una billetera electrónica, porque la expectativa del usuario antes de usar una billetera electrónica es la satisfacción y se volverá leal.

Investigación, implicaciones prácticas y sociales: La sugerencia Implicativa de este estudio es que la cartera electrónica de DANA debe priorizar la seguridad de los datos del usuario para aumentar la confianza y mejorar la calidad del servicio para mayor comodidad en el uso de la aplicación.
Originalidad/Valor: Algunas malas reseñas encontradas en la aplicación play store hacen que esto sea un hueco en este estudio. Por lo que esta investigación enfatiza el análisis de factores que se consideran relevantes para influir en las decisiones de los usuarios, específicamente la confianza y la calidad del servicio en la satisfacción y lealtad de los usuarios. Los usuarios de la billetera electrónica DANA en la ciudad de Padang son los sujetos en este estudio utilizando el enfoque de modelado de ecuaciones estructurales (SEM). Se espera que los resultados de este estudio contribuyan al desarrollo de la ciencia de la comercialización.

Palabras clave: Confianza Electrónica, Calidad del Servicio Electrónico, e-Satisfacción, Lealtad del Cliente Electrónico.

INTRODUCTION

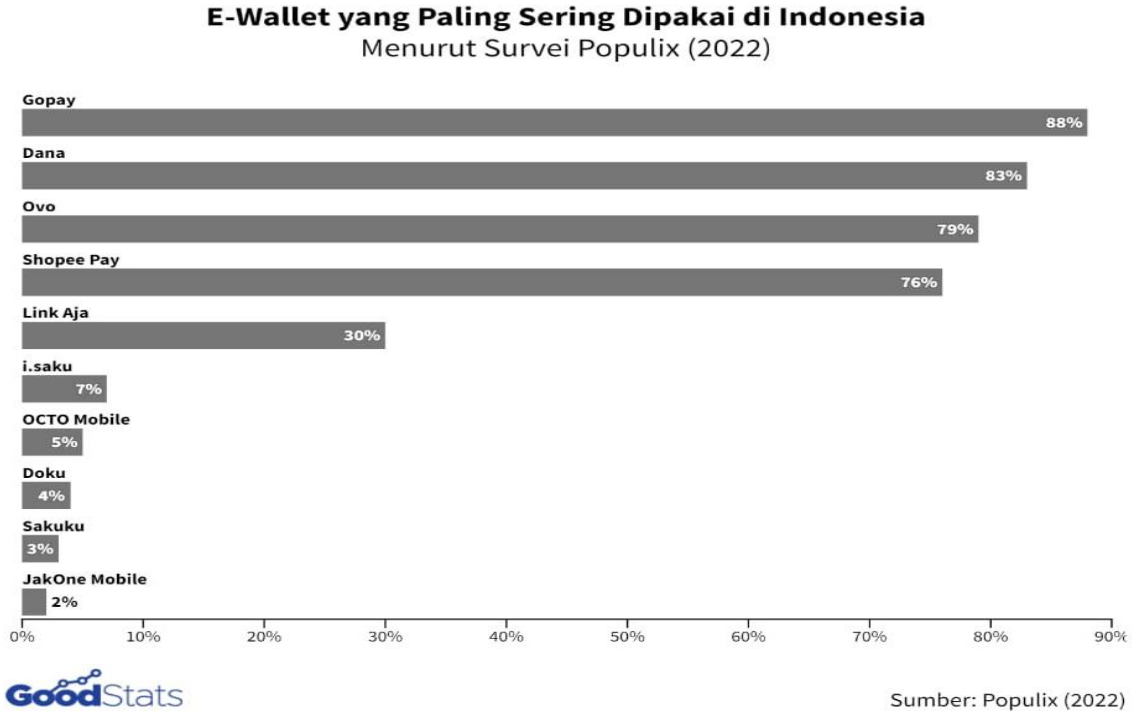
The presence of the internet world that can be used with smartphones makes it easier for activities and has a huge impact on aspects of life, this will have an impact on changes in lifestyle, business activities, consumption patterns, including marketing and the financial sector around the world (Alkhowaiter, 2020). The development of technology and information systems requires all sectors of life, including the financial sector, which continues to innovate in following developments. The financial sector innovation that is currently increasingly used is Financial technology (fintech), which is defined as the result of a combination of financial services and technology that replaces traditional business models to modern ones and provides solutions to the public in conducting financial transactions (Muthukannan et al., 2020).

The development of the fintech industry is triggered by the Covid-19 pandemic which encourages a shift in people's transaction behavior in using cash for transactions so that people switch to non-cash transactions using fintech (Liani & Yusuf, 2021). Fintech services that are widely used by Indonesians, especially digital wallets (e-wallets), are a type of fintech payment, clearing, and settlement (Syahidah & Aransyah, 2023).

The increasing fintech industry in Indonesia has led many companies to create e-wallet platforms, so the competition between e-wallet companies is getting tighter. One of the popular digital wallet platforms in Indonesia is DANA, DANA was launched in 2018 by PT Espay Debit Indonesia Koe. DANA was created to make it easier for users through smartphones to make digital transactions, both cash and non-cash practically.

Based on the survey organization of Populix, DANA is the second most used digital wallet out of 10 popular digital wallets that have been launched in Indonesia (Populix.co, 2022). This can be reflected in the following data.

Figure 1. Survey results of e-wallets used by Indonesians in 2022



Source: Populix.co

In digital wallet users, loyalty is needed by companies in order to develop well (Melinda, 2017). Companies are demanded to be able to have competitive advantages to survive and compete because of the increasingly fierce business competition, the company must continue to strive to maintain and increase the loyalty of their customers (Raharjo, 2019). In the use of digital wallets, customer loyalty is often referred as electronic customer royalty. This concept can be referred to the user's commitment to continue to use the application consistently and make online transactions in the future without being influenced by marketing efforts from competitors, and feel like recommending the application to others (Liani & Yusuf, 2021). Therefore, companies must try to maintain and increase loyalty by knowing the variables that can affect customer loyalty itself. Based on research (Luthfianti & Dewi, 2020), variables that can affect customer loyalty include customer satisfaction, service quality, and consumer trust (e-trust) in the products or services offered.

E-customer loyalty on e-wallets can be influenced by user satisfaction with the products or services received from the application. When the level of satisfaction in the application user increases, the higher the level of loyalty. In the context of e-wallets satisfaction is called e-satisfaction. When users are satisfied with a product/service, they will continue to use it and be willing to buy it again in the future. Meanwhile, when users are dissatisfied, they tend to switch brands and seek information about other alternatives.

Besides e-satisfaction, trust is also one of the factors that can affect user loyalty. Conviction in an online site is called e-trust, trust in users will arise when it can be proven and lead to consumer satisfaction (Fitriani, 2018). Trust is one of the most basic requirements in doing business, because online transactions have a high risk, trust (e-trust) is a factor in consumer consideration when using digital payment applications (Wongso, 2020).

Apart from e-trust, the quality of service will also affect user satisfaction. Based on the rating results found on the financer.com website, the application of DANA only gets 2.7 out of 5 in ratings, and from the results of the DANA digital wallet user review on the Google Play application, it is known that there are negative comments regarding DANA's e-service quality which is still not optimal. From the results of reviews, the majority of DANA user complaints are about the quality of slow applications and poor service quality, such as untidy application homepage displays, balances are deducted but transactions are not successful, it is difficult to upgrade to a premium account, and customer service that is considered slow but does not provide solutions to users. This can lead to user dissatisfaction and disappointment with DANA. If this is not handled, it will cause losses to the company, DANA needs to make improvements regarding the service quality and be able to develop and increase user trust.

Based on the description of the facts above, the researcher intends to analyze and prove the effect of e-trust and e-service quality on e-customer loyalty through e-satisfaction as an intervening variable for DANA digital wallet users in Padang city. Padang area was chosen because many super markets and retails provide payments through the DANA application. e-trust and e- service quality are very important for business growth. Proper management of e-trust and e- service quality will provide e-satisfaction for users. Thus, loyal users will emerge from satisfied users. Based on the background that has been stated, the research topic chosen is "The Influence of E-Trust and E- Service Quality on E-Customer Loyalty for DANA Digital Wallet Users through E-Satisfaction as an Intervening Variable in Padang City".

THEORETICAL FRAMEWORK

According to Bank Indonesia on the official website of Bank Indonesia, financial technology / FinTech is the result of a combination of financial services with technology which ultimately changes the business model from conventional to modern, which usually in making payments must be face-to-face by carrying a certain amount of cash, now it can make distance transactions by making payments that can be made in just seconds. The types of fintech categories according to OJK on the official OJK website in Indonesia are: 1) Crowfunding is a

fundraiser that can collect funds or donate to an initiative in a social program. 2) Microfinancing is a financial service for the lower middle class who have no access to financial institutions. Microfinancing tries to bridge this problem by directly channeling business capital from lenders to prospective borrowers. The business system is designed to ensure competitive returns for lenders, while remaining attainable for borrowers. 3) P2P Lending Service, also known as FinTech for money lending. This FinTech helps people who need access to finance to fulfill their needs. With this FinTech, consumers can borrow money more easily to fulfill various needs of life without having to go through the convoluted process that is often found in conventional banks. 4) Digital Payment System is specialized in providing services in the form of payment of all bills such as credit & postpaid, credit cards, or PLN electricity tokens.

Electronic trust is defined as customer trust in online-based services. In addition, electronic trust is also defined as a basic start in building and maintaining relationships between online sellers and users (Revita, 2016). There are three dimensions of e-trust (Kartono & Halilah, 2019), namely: 1) Ability is the seller's ability to provide, serve and protect transactions. 2) Benevolence is the seller's ability to create mutual satisfaction between sellers and consumers. 3) Integrity, refers to the seller's behavior or habits when conducting business activities such as whether the information and product quality offered to users are accurate and trustworthy.

Electronic service quality is an assessment of consumers / users regarding the quality and excellence of the services provided (Wijiutami & Octavia, 2017). There are seven dimensions of e-service quality, which are: 1) Efficiency is the ease and speed of accessing and using an application. 2) Reliability is the technical function of the application, especially regarding how well the application is available and can perform its functions. 3) Fulfillment is the provision of service promises, availability of products and features of the application and timely delivery of products. 4) Privacy is a guarantee that information and data security of user behavior or personal accounts are protected. 5) Responsiveness refers to the speed of response and the willingness of application providers to help users. 6) Compensation is an attempt to provide compensation, compensation or reimbursement of service costs to users in the event of an error from the service provider. 7) Contact is the availability of user services via telephone or online representatives to submit complaints.

E-satisfaction is a feeling of satisfaction or similarity between expectations and those obtained after making a purchase at a company through electronic services (Kasih & Moeliono, 2020). Electronic satisfaction consists of five dimensions (Tobagus, 2018), which are: 1)

Convenience is the saving of time and energy in using the application to make it easier for users when looking for products and offers according to what they want. 2) Merchandising is information about the availability of products and services online so that it can increase consumer satisfaction. 3) Site Design is satisfaction in an easy and good search on the application, including a nice and neat homepage, simple search instructions and fast presentation. 4) Security, namely the extent to which the application can be trusted by users in providing satisfaction with transaction security. 5) Serviceability is the satisfaction arising from all services contained in the application.

Electronic customer loyalty is a user's commitment to continue to use the application consistently and make online transactions in the future without being influenced by marketing efforts from competitors, and feel like recommending the application to others (Liani & Yusuf, 2021). E-customer loyalty is divided into four dimensions (Jeon & Jeong, 2017), which are : 1) Cognitive is a preference for other applications or services. 2) Affective is a positive behavior resulting from preferences to lead to reference behavior, namely users suggesting a company's application to others to become users because they are satisfied, after comparing with other services. 3) Conative is the user's desire to revisit an application from previous experience.Action is the highest level of loyalty, when users are willing to use the application again to conduct online transactions.

RESEARCH METHODOLOGY

The type of research implemented is explanatory research with a quantitative approach. Explanatory research is research that aims to explain the position of the variables studied and the effect of one variable to another. Meanwhile, the quantitative approach is defined as a research method based on the philosophy of positivism, with the aim of setting and testing predetermined hypotheses (Ghozali, 2016).

Population and Sample

The population in this study were DANA digital wallet users. Sampling uses a non-probability sampling method which means that the population size is still unknown, determining the sample in this study using purposive sampling technique, by taking samples from population members who fulfill the criteria, who are citizens of Padang city and have made non-cash transactions on DANA digital wallets at least twice or more in the last 3 months. Researchers use the Lemeshow formula in determining the number of samples. So that the

minimum number of samples required is 96 respondents, which are subsequently rounded up to 100 respondents to improve the quality of the data collected.

Types and Sources of Data

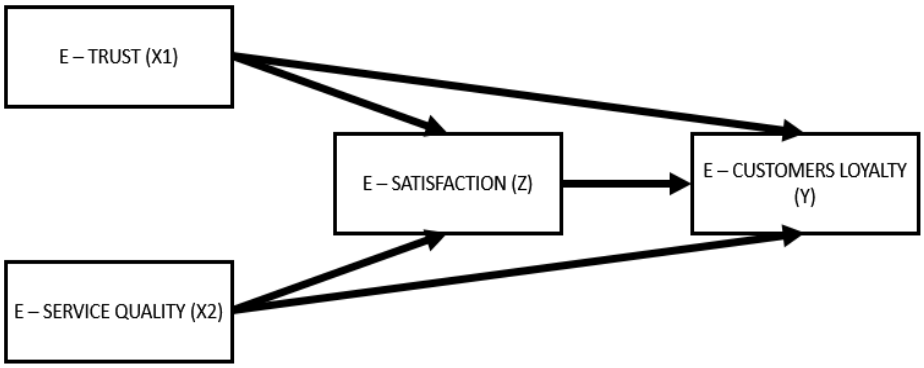
In conducting this research the authors used primary data and secondary data. 1) Primary data is obtained by distributing questionnaires online using google form, questionnaires are distributed via social media such as instagram, telegram and whatsapp to respondents. 2) Secondary Data is obtained from journals, books, articles, news, official websites and various other sources that have relevance according to this research. The primary data collection was carried out from May to June 2023

Research Instrument

In this study, researchers used a research instrument with a Likert scale. The Likert scale is used as a measurement scale that serves to measure the attitudes, opinions and perceptions of a person or group of people about events and social phenomena or symptoms (Sugiyono, 2016).

Inner Model

Figure 2. Inner Model



Source: Prepared by the authors (2023)

In accordance with the research model in Figure 2, the research hypothesis formulated is:

H1: E-Trust has a positive and significant effect on E-customer Loyalty for DANA digital wallet users in Padang city. H2: E-trust has a positive and significant effect on E-Satisfaction for DANA digital wallet users in Padang city. H3: E-service Quality has a positive and significant effect on E-Customer Loyalty for DANA digital wallet users in the city of

Padang. H4: E-Service Quality has a positive and significant effect on E-Satisfaction in DANA digital wallet users in Padang city. H5: E-satisfaction has a positive and significant effect on E-Customer Loyalty for DANA digital wallet users in Padang city. H6: E-Trust has a positive and significant effect on E-Customer Loyalty through E-Satisfaction as an intervening variable for DANA digital wallet users in Padang city. H7: E-Service Quality has a positive and significant effect on E-Customer Loyalty through E-Satisfaction as an intervening variable for DANA digital wallet users in Padang city.

Data Analysis Technique

Data analysis in this study uses PLS-based structural equation modeling (SEM) analysis, using SmartPLS 4.0 software.

RESULTS AND DISCUSSION

Characteristics of Respondents in this study are users of the DANA application who domiciled in the Padang city sub-district, gender, occupation, age, income and frequency of using the DANA digital wallet:

Table 1. Characteristics of Respondents

Sub-District	**Persen (%)**
Koto Tangah	3
Kuranji	2
Lubuk Begalung	20
Padang Barat	21
Padang Selatan	12
Padang Timur	15
Padang Utara	18
Nanggalo	9
Gender	**Persen (%)**
Male	17
Female	73
Age	**Persen (%)**
17-24 Year	65
25-34 Year	32
35-44 Year	2
> 45 Year	1
Occupation	**Persen (%)**
Employee	15
Entrepreneur	24
Civil cervant	3
House wife	5
Student	53
Income	**Persen (%)**
<Rp. 1000.000	35
Rp. 1.000.000 - Rp 2.000.000	26
Rp. 2.000.000 - Rp 3.000.000	19

Rp. 3.000.000 - Rp. 4.000.000	13
>Rp. 4.000.000	7
Usage Frecuency	**Persen (%)**
2 - 5 x a week	30
Once in a month	8
Once in a week	29
5 - 10 x a week	28
> 10 x a week	2
Every Day	3

Source: Prepared by the authors (2023)

Based on table 1, it can be concluded that the most respondents from Padang Barat sub-district (21%) are mostly female (73%) with an age range of 17-24 years (65%), work as students or college students (53%) income of <Rp. 1,000,000, - (35%), and the frequency of using DANA e-wallet is 2 - 5 x in a week (30%) and once a week (29%).

Measurement Model Analysis (Outer Model)

This model is used to determine the validity and reliability that connects indicators to their latent variables. Outer model testing aims to assess the validity and reliability of a model.

Validity Test

The validity test is used to determine the similarity between the data collected and the data that actually occurs on the object under study, so as to obtain valid research results.

Convergent Validity Test Results

Validity test is a measurement agreement between the same steps to build values with different methods. By using SmartPLS 4.0 software, Convergent Validity with reflexive indicators can be seen from the correlation between item / indicator scores and their construct scores. Indicators can be considered reliable if they have a correlation value above 0.7 and an AVE value higher than 0.5. The results of the loading factor calculation are presented in table 3:

Table 2. Loading Factor

	ET (X1)	ESQ (X2)	ESF (Y)	ECL (Z)
ET1	0.714			
ET2	0.723			
ET3	0.674			
ESQ1		0.740		
ESQ2		0.763		
ESQ3		0.746		
ESQ4		0.737		

ESQ5		0.623		
ESQ6		0.799		
ESQ7		0.572		
ESF1			0.748	
ESF2			0.808	
ESF3			0.855	
ESF4			0.801	
ESF5			0.790	
ECL1				0.737
ECL2				0.743
ECL3				0.723
ECL4				0.804

Source: Prepared by the authors (2023)

From table 2 shows that there are three indicators, namely ET3 (X1), ESQ5 (X2) and ESQ7 (X2) which are red marked, indicating that the item does not meet the loading factor threshold value of 0.7. So, the indicator must be discarded and retested with a new model.

Table 3. the second test of loading fator

	ET (X1)	ESQ (X2)	ESF (Y)	ECL (Z)
ET1	0.708			
ET2	0.717			
ESQ1		0.738		
ESQ2		0.761		
ESQ3		0.746		
ESQ4		0.722		
ESQ6		0.797		
ESF1			0.746	
ESF2			0.805	
ESF3			0.855	
ESF4			0.801	
ESF5			0.787	
ECL1				0.734
ECL2				0.743
ECL3				0.723
ECL4				0.804

Source: Prepared by the authors (2023)

After the three indicator items ET3 (X1), ESQ5 (X2) and ESQ7 (X2) were discarded and tested again on the new model, the loading factor value was obtained> 0.7. So it is concluded that all indicators are valid and can proceed to the next test.

The next convergent validity test is to review the AVE value:

Table 4. AVE measurement result

	E-Trust (X1)
E-Trust (X1)	0.585
E-Service Quality (X2)	0.664
E-Satisfaction (Y)	0.623

E-Customer Loyalty (Z)	0.642

Source: Prepared by the authors (2023)

The results of data processing in table 4 show that the AVE values of all variables have produced values above 0.5, which indicates that all variables are valid.

Discriminant Validity Test Results

In the discriminant validity test, the correlation value between indicators against their constructs must be greater than the correlation value between indicators and other constructs. To test discriminant validity with reflexive indicators, it can be done by looking at the comparison of the cross loading values of each of the following variables.

Table 5. Cross Loading

	E-Trust (X1)	E-Service Quality (X2)	E-Satisfaction (Y)	E-Customer Loyalty (Z)
ET1	**0.710**	0.496	0.507	0.517
ET2	**0.718**	0.506	0.528	0.527
ET3	**0.668**	0.501	0.518	0.549
ESQ1	0.557	**0.799**	0.570	0.519
ESQ2	0.526	**0.739**	0.540	0.589
ESQ3	0.540	**0.751**	0.611	0.685
ESQ4	0.682	**0.754**	0.715	0.586
ESQ5	0.573	**0.648**	0.466	0.532
ESQ6	0.689	**0.779**	0.652	0.532
ESQ7	0.552	**0.654**	0.542	0.514
ESF1	0.748	0.643	**0.801**	0.627
ESF2	0.721	0.594	**0.816**	0.754
ESF3	0.543	0.559	**0.749**	0.734
ESF4	0.438	0.596	**0.676**	0.539
ESF5	0.635	0.652	**0.801**	0.653
ECL1	0.654	0.532	0.546	**0.776**
ECL2	0.689	0.548	0.679	**0.758**
ECL3	0.543	0.652	0.612	**0.719**
ECL4	0.542	0.598	0.432	**0.657**

Source: Prepared by the authors (2023)

Table 5 shows that the number on the cross loading value has a good value because the correlation value of the indicator to its construct is higher than the correlation value of the indicator with other constructs. So it can be concluded that the value of cross loading has good discriminant validity.

Reliability Test Results

This reliability test is carried out to see the accuracy, precision and consistency of the instrument when measuring constructs. There are two tables that must be observed, the

Composite Reliability and Cronbach's Alpha tables. The variable is declared reliable if the resulting composite reliability and Cronbach's alpha value exceeds 0.7 (Ghozali & Latan, 2015). The calculation can be seen in table 6:

Table 6. Reliability Test

Variabel	composite reliability	cronbach's alpha
E-Trust (X1)	0.866	0.816
E-Service Quality (X2)	0.937	0.926
E-Satisfaction (Y)	0.909	0.888
E-Customer Loyalty (Z)	0.868	0.800

Source: Prepared by the authors (2023)

From the results of data processing, it can be seen that the composite reliability value and Cronbach's alpha of each construct have a value above 0.7, so the data in the table is reliable.

Structural Model Analysis (Inner Model)

After analyzing the measurement model (outer model), the next step is to test the structural model (inner model), which aims to explain the relationship between latent variables or constructs based on substantive theory (Ghozali & Latan, 2015).

R-Square

The R-Square value is obtained from the PLS-SEM Algorithm calculation in the SmartPLS 4.0 software. The R-Square value serves to explain the effect of exogenous variables on endogenous latent variables whether they have a substantive effect. There are three criteria for measuring R-Square, namely 0.75 (strong), 0.50 (moderate), 0.25 (weak). The following is the result of the value:

Table 7. R- Square

	R-square	R-square adjusted
E-satisfaction (Y)	0.680	0.658
E-Customer Loyalty (Z)	0.521	0.515

Source: Prepared by the authors (2023)

Based on table 7, the R-Square value of e-satisfaction is 0.680 (moderate), meaning that e-satisfaction is 68% and the other 32% is explained by other variables. And for the R-Square

value on E-customer loyalty 52.1% (moderate). This means that e-service quality and e-trust are able to explain e-satisfaction by 52.1% and the other 47.9% is explained by other constructs outside this study.

Q-Squared (Q2) Predictive Relevance

Q -Squared predictive relevance to validate and measure how well the observation value is generated using the PLS predict process tool on SmartPLS 4.0 software. The following are the results of the value calculation:

Table 8. Q2 Value

	↓ Q^2predict
E-satisfaction (Y)	0.642
E-Customer Loyalty (Z)	0.402

Source: Prepared by the authors (2023)

Based on the results of PLS predict testing, the Q2 value for e-satisfaction is 0.642 and e-customer loyalty produces a value of 0.402. This means that the Q2 value is predictive relevance because the value is > 0.

Model Fit

Model fit serves to test a model or research data whether it is appropriate or not to use (Ghozali & Latan, 2015). The required measurements are the value of SRMR, ChiSquare and NFI. The following are the results of the calculation:

Table 9. Model Fit Value Results

	Saturated model	Estimated model
SRMR	0.080	0.080
d_ULS	0.1234	0.1234
d_g	0.651	0.651
Chi-square	0.245.234	0.245.234
NFI	0.717	0.717

Source: Prepared by the authors (2023)

Based on the results of table 9, it is known that the SRMR value is 0.080 <0.10, the Chi-Square value is 0.245.234> 0.05 and the NFI value is 0.717 <0.90. So it can be concluded that the model or research data used is fit and appropriate, because the values of SRMR, Chi Square and NFI have been met.

Goodness of Fit (GoF)

In order to validate the overall model, Goodness of Fit is used. The GoF index is a single measure used to validate the combined performance of the measurement model and the structural model. The GoF

value ranges from 0 to 1, namely 0.36, 0.25, 0.1, which means that the model has a large, moderate and small GoF value. Goodness of Fit can be found using the following formula:

$GoF = \sqrt{(AVE x R2)}$
GoF = √0,624 x 0,600
= √0,3744
= 0,612

Based on the results of the formula calculation, it is known that the GoF value produced in this study is included in the large GoF category with a value of 0.612. So it is concluded that the model has good performance (Good Fit).

Hypothesis Test

Direct effect analysis

Based on chapter 3, the author puts forward 7 hypotheses to be tested. Hypothesis testing is done by bootstrapping on SmartPLS 4.0 software by looking at the path coefficient and t-statistic> 1.96 at a significance of 0.05. If the path coefficient is positive with a p-value <0.05 and t-statistic> 1.96, the hypothesis can be proven. This provides a positive and significant influence between exogenous variables on endogenous variable.

Table 10. Path Coefficient

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	Nilai P (P VALUES)
E-Trust (X_1) > E-Satisfaction (Y)	0.632	0.632	0.035	4.870	0.000
E-Trust (X_1) > E-Customer Loyalty (Z)	0.069	0.068	0.056	1.230	0.219
E-Service Quality (X_2) > E-Satisfaction (Y)	0.280	0.298	0.134	2.091	0.036
E-Service Quality (X_2) > E-Customer Loyalty (Z)	0.152	0.155	0.107	1.424	0.155
E-Satisfaction (Y) > E-Customer Loyalty (Z)	0.532	0.526	0.137	4.877	0.000

Source: Prepared by the authors (2023)

H1: The effect of E-Trust (X1) on E-Satisfaction (Y) on DANA digital wallet users in Padang city.Table 10. It is known that the results of the relationship between the e-trust variable on E-Customer Loyalty are positive 0.632, p-value of 0.000 <0.05 and t-statistics of 4.870> 1.96. This means that the effect is positive and significant. So it can be concluded that E-Trust (X1) has a positive and significant effect on E-Satisfaction (Y) on DANA digital wallet users in Padang city. So it can be concluded that these findings interpret that the e-trust built by the DANA digital wallet can be perceived well by users and is able to significantly influence e-satisfaction. If users trust a product/service, there will be e-satisfaction in using the product/service. This means that the higher the electronic trust of users, it will increase user e-satisfaction by 63.2% in using DANA digital wallet services. These results confirm the findings of (Hakam et al., 2022) which states that e-trust can positively and significantly affect consumer e-satisfaction.

H2: The effect of E-Trust (X1) on E-Satisfaction (Z) on DANA digital wallet users in Padang city. From the results of table 10 which shows the path coefficient value of the e-trust variable (X1) on e-Satisfaction (Z) which is 0.069> 0.05 (positive) with a p-value of 0.219> 0.05 and a t-statistic of 1.230 < 1.96. This means that "e-trust has a positive and significant effect on e-customer loyalty" is not proven.

This finding interprets that an increase or decrease in the e-trust level of DANA digital wallet users can affect e-customer loyalty by 6.6%. However, this influence is not significant in influencing e-customer loyalty users to continue using DANA digital wallet services in Padang city. This finding supports previous research by (Rahmawaty et al., 2021) which states that electronic trust affects electronic customer loyalty insignificantly.

H3: The effect of E-Service Quality (X2) on E-Customer Loyalty (Y) in DANA digital wallet users in Padang city. Table 10 shows the results of the value on the path coefficient of 0.280 (positive), p-value of 0.036 <0.05 and t-statistic of 2.091> 1.96. So that what states that "e-service quality has a positive and significant effect on e-satisfaction" is proven. So it can be concluded that these findings interpret that an increase or decrease in the quality of e-service quality on the DANA digital wallet will contribute an influence of 28% to e-satisfaction. And this influence can significantly affect user e-satisfaction in using DANA digital wallet services. These results can be confirmed by previous researchers (Syahidah & Aransyah, 2023) who found that positively and significantly electronic service quality can affect electronic satisfaction.

H4: The effect of E-service Quality (X2) on E-Satisfaction (Z) for DANA digital wallet users in Padang City. From the results of table 10 which shows the path coefficient value of the E-service Quality (X2) variable on E-Satisfaction Z, which is positive 0.152, p-value of 0.155> 0.05 and t-statistic of 1.424 < 1.96. This means that the effect is positive but not significant. So it is concluded that H1 which states "e-service quality has a positive and significant effect on e-customer loyalty" is not proven. So it can be concluded that this finding is not proven to have an increase or decrease in e-service quality on the DANA digital wallet will have an effect of 15.2% on e-customer loyalty. However, this influence is not significant in influencing e-customer loyalty users to continue using DANA digital wallet services. These results confirm the findings of (Syahidah & Aransyah, 2023) which state that electronic service quality has an insignificant influence in influencing user loyalty.

H5: The effect of E-Satisfaction (Y) on E-Customer Loyalty (Z) on DANA digital wallet users in Padang City. From the results of table 10 which shows the path coefficient value of the E-Satisfaction variable (Y) on E-Customer Loyalty (Z), which is positive 0.532 with a p-value of 0.000 <0.05 and a t-statistic of 4,877> 1.96. So that what states that "e-satisfaction (Y) has a positive and significant effect on e-customer loyalty (Z)" can be proven. This finding means that an increase or decrease in the e-trust level of DANA digital wallet users can affect e-customer loyalty by 6.6%. However, this influence is not significant in influencing e-customer loyalty users to continue using DANA digital wallet services in Padang city. This finding supports previous research by (Rahmawaty et al., 2021) which states that electronic trust affects electronic customer loyalty insignificant.

Indirect effects

In order to see whether the variable is able to mediate the relationship between all exogenous variables to endogenous variables, The relationship between exogenous variables and endogenous variables through mediating variables (Salim et al., 2023). In this study can be seen in Table 11 below:

Table 11. Indirect Effects

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	Nilai P (P VALUES)
-Trust (X_1) > E-Satisfaction (Y) > E-Customer Loyalty (Z)	0.207	0.200	0.137	1.513	0.000
E-Service Quality (X_2) > E-Satisfaction (Y) > E-Customer Loyalty (Z)	0.273	0.275	0.030	9.236	0.000

Source: Prepared by the authors (2023)

H6: The effect of E-trust (X1) on E-Customer Loyalty (Z) through e-satisfaction (Y) as an intervening variable on DANA digital wallet users in Padang city. From the data contained in table 11, it is known that the path coefficient variable on E-trust (X1) on E-Customer Loyalty (Z) through e-satisfaction (Y) is positive 0.207 with a p-value of 0.000 <0.05 and a t-statistic of 2.333> 1.96. So that what states that "e-trust (X1) has a positive and significant effect on e-customer loyalty through esatisfaction" can be proven. These results confirm the findings (Kasih & Moeliono, 2020) which state that electronic trust can positively and significantly influence electronic customer loyalty through intervening e-satisfaction.

The test results of the direct effect of e-trust on e-customer loyalty are positive but insignificant, while the test results of the indirect effect of e-trust on e-customer loyalty through intervening e-satisfaction are positive and significant. So it can be interpreted that e-satisfaction as an intervening variable plays a full role or full mediation. Where e-trust of DANA digital wallet users in Padang city cannot directly contribute a significant influence on electronic customer loyalty, so it must be bridged by the e-satisfaction variable.

H7: The effect of E-service quality (X2) on E-Customer Loyalty (Z) through E-Satisfaction (Y) as an intervening variable for DANA digital wallet users in Padang city. From the data in table 11, it shows the results of the path coefficient of the E-service quality variable (X2) on E-Customer Loyalty (Z) through E-Satisfaction (Y), which is 0.275 (positive) with a p-value of 0.000 <0.05 and a T-statistic of 9.236> 1.96. So what states that "e-service quality has a positive and significant effect on e-customer loyalty through e-satisfaction" can be proven. This result can be proven through the findings of (Atmojo & Widodo, 2022) which states that e-service quality has a positive and significant influence in influencing e-customer loyalty through intervening electronic satisfaction. Examination of the direct effect of e-service quality on e-customer loyalty is positive but does not produce a significant value. Meanwhile, the test results regarding

the indirect effect of e-service quality on e-customer loyalty through intervening e-satisfaction are positive and significant. So it can be concluded that e-satisfaction as an intervening variable has a full role or full mediation. Where the e-service quality offered by the DANA digital wallet in Padang city cannot directly have a significant impact on e-customer loyalty, so it must be bridged by the e-satisfaction variable.

CONCLUSIONS

Based on the results of the hypothesis testing that has been carried out, conclusions are summarized as follows : 1) E-trust has a positive and insignificant effect on e-customer loyalty for DANA digital wallet users in Padang city. 2) E-trust has a positive and insignificant effect on ecustomer loyalty on DANA digital wallets in Padang city.3) E-service quality has a positive and significant effect on e-satisfaction for DANA digital wallet users in Padang city. 4) E-service quality has a positive and insignificant effect on e-satisfaction for DANA digital wallet users in Padang city. 5) E-satisfaction has a positive and significant effect on e-customer loyalty on DANA digital wallets in Padang city. 6) E-trust has a positive and significant effect on e-customer loyalty through e-satisfaction as an intervening variable for DANA digital wallet users in Padang city.7) E-service quality has a positive and significant effect on e-customer loyalty through e-satisfaction as an intervening variable for DANA digital wallet users in Padang city.

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