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THE EFFECT OF USER EXPERIENCE ON CUSTOMER LOYALTY OF E-WALLETS WITH TRUST AS AN INTERVENING VARIABLE IN GENERATION Z ON MADURA ISLAND

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Abstract

This study aims to analyze the effect of user experience on customer loyalty of the DANA e-wallet, with trust as an intervening variable, among Generation Z in Madura Island. A quantitative causal approach was used, with primary data collected through an online questionnaire using a five-point Likert scale. The sample consisted of 100 DANA users aged 17–28 years who had used the application for at least three months, selected through purposive sampling, with the sample size determined using the Slovin formula. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that user experience has a positive and significant effect on trust ($\beta = 0.460$; $p = 0.003$) and on customer loyalty ($\beta = 0.149$; $p = 0.026$), although the direct effect on loyalty is weak. Trust has a positive and significant effect on customer loyalty ($\beta = 0.738$; $p < 0.001$) and partially mediates the effect of user experience on customer loyalty (indirect effect $\beta = 0.339$; $p = 0.004$). The model explains 21.1% of the variance in trust and 66.8% of the variance in customer loyalty. These findings indicate that improving the application interface must be accompanied by strengthening user trust to build long-term loyalty among Generation Z in non-urban areas.

Keywords: User Experience, Trust, Customer Loyalty, DANA E-Wallet, Generation Z

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INTRODUCTION

The massive digital transformation has reconfigured the global payment system landscape, including in Indonesia. The development of the national digital economy and finance shows a progressive trend, supported by the expansion of payment infrastructure, financial technology innovations, and Bank Indonesia's policies aimed at fostering the adoption of digital payments. This progress is reflected in the performance of the national payment system during the third quarter of 2026. Bank Indonesia recorded that the volume of digital payment transactions reached 18.09 billion a year-on-year (yoy) growth of 39.24%. Concurrently, transaction volume via mobile payment applications grew by 45.55% (yoy), while QRIS transactions increased by 75.80% (yoy) (Bank Indonesia, 2026) Such growth indicates an increasingly widespread use of digital payment channels in the public's economic activities. These dynamics further underscore the relevance of digital wallet (e-wallet) services as an app-based payment alternative, making user experience and trust in these services critical aspects to examine in relation to customer loyalty.

This growth is also driven by the increasing adoption of *Financial Technology*, particularly electronic payment systems that offer convenience, speed, and security in transactions (Utami & Kusumahadi, 2024). *E-wallets*, as a digital payment instrument, have become the primary choice for Indonesians, especially *Generation Z*, who have a high level of adaptation to digital technology. A national survey shows that 80% of respondents use digital wallets for their daily transaction needs (Wafa, 2025)while an *Indonesian report, Fintech Trends 2024* by JakPat noted that 96% of respondents already have or use *e-wallets* (Amalla & Rahman, 2025). This high penetration rate shows that *e-wallets* are no longer just an alternative, but have become an integral part of Indonesia's digital financial ecosystem, especially among *Generation* Z.

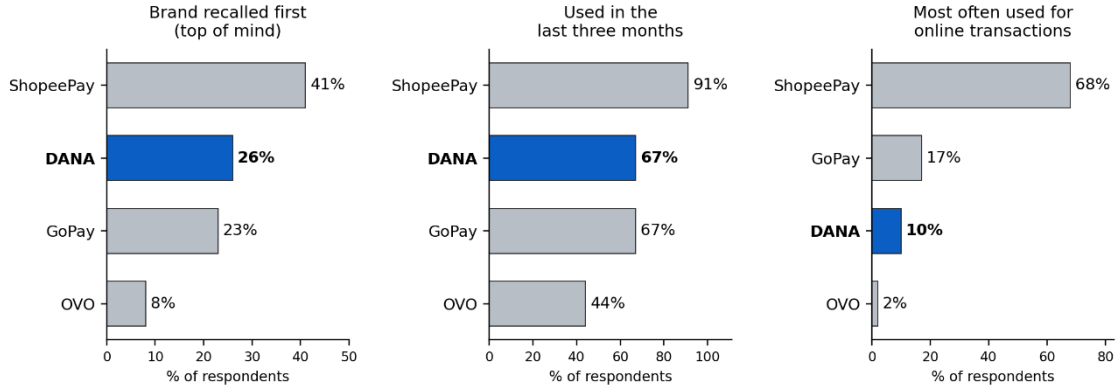
Generation Z, born between 1997 and 2012, is a *digital native cohort* that grew up with the development of information and communication technology (Karina et al., 2021). Demographically, *Generation Z* is the largest group in Indonesia, accounting for 27.94% of the total population, or approximately 74.93 million people (A'yun, 2025). Their adaptive, *mobile-oriented nature* and preference for instant services make this group the dominant user of digital financial services. A survey conducted by Katadata Insight Center with Zigi in September 2021 (reported in January 2022) showed that the *e-wallet adoption rate* among Generation Z reached approximately 68%, significantly higher than the use of

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bank ATM cards (35.4%) (Lavinda, 2022). This position places *Generation Z* as a strategic segment in the competitive *e-wallet industry.*

However, high levels of market penetration and app ownership do not automatically reflect user loyalty. A November 2025 survey by Jakpat, involving 1,945 respondents, identified DANA as the most widely used e-wallet (72%), including among Generation Z (75%) (Ahmad Nabil Husein, 2026). Conversely, a study by Ipsos Indonesia indicated that while DANA ranked second in terms of "top-of-mind" awareness (26%), only 10% of respondents identified it as the e-wallet they use most frequently for online transactions—a figure significantly lower than that of ShopeePay (68%). DANA also recorded the lowest monthly transaction frequency among the four brands studied (Ipsos, 2026). Although the two surveys utilized different samples and indicators, these findings suggest that the extent of brand adoption and awareness does not necessarily align with the intensity of repeated usage.

Figure 1
DANA's position compared to other major e-wallets on three indicators (Ipsos Indonesia, 2026)



Source: Adapted from Ipsos Indonesia (2026), *Digital Wallet Research 2026: User Behavior & Competitive Landscape* (press release, February 23, 2026). Note: Percentage of respondents; DANA is marked in blue.

Furthermore, the combined usage percentage of the four major e-wallets over the last three months exceeds 100%, indicating that users may utilize more than one application. This suggests that the use of an e-wallet does not necessarily reflect loyalty to a single platform. Therefore, it is important to examine the roles of user experience and trust in shaping customer loyalty among DANA users, particularly within Generation Z on the island of Madura.

However, *Generation Z's digital behavior* is not entirely homogeneous across Indonesia. In non-urban areas such as Madura Island, there are indications of

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differences in digital service utilization patterns compared to metropolitan areas. The 2025 Indonesian Internet Profile Survey recorded an internet penetration rate of 83.53% in urban areas, while in rural areas it was 76.96%, with user contributions of 58.24% and 41.76%, respectively (Asosiasi Penyelenggara Jasa Internet Indonesia, 2025). Although the access gap is relatively small, differences in the intensity of digital service use and optimization are still evident. This difference indicates that despite relatively high internet access in rural areas, the intensity and utilization of digital services, including app-based financial services, are not yet fully optimized. Infrastructure factors, digital literacy, and local socio-cultural characteristics have the potential to influence the user experience and loyalty to *e-wallet services.*

In the context of differences in digital service utilization patterns in non-urban areas such as Madura Island, the quality of user experience *is* a crucial determinant in shaping digital consumer perceptions and behavior. *User experience* encompasses not only application functionality but also ease of navigation, interface design, system speed, and user emotional well-being (Putu et al., 2025). A positive experience has the potential to increase *trust*, which in turn will become the foundation for *customer loyalty* (Rifa'i, 2019). In the digital finance industry, which is fraught with security perception risks, *trust* plays a central role as a mediator between experience evaluation and long-term user commitment.

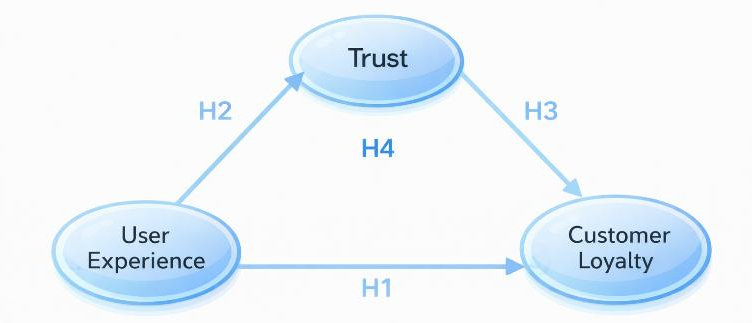
From an Islamic economic perspective, the use of digital financial services such as *e-wallets* is assessed not only for their convenience and efficiency, but also for their compliance with Sharia principles. These principles include honesty (*As-Shidqu*), transparency (*Ash-Shafafiyyah*), and the avoidance of prohibited elements, such as riba (interest), gharar (uncertainty), and maysir (gambling). Therefore, trust *in* the context of *e-wallets* is not only related to technical aspects but also reflects Islamic ethical values in safeguarding user funds and information (Rahmi et al., 2025).

Several studies in Indonesia have examined the behavior of digital financial service users. Several findings indicate that *intention to use plays a significant role in shaping fintech* user loyalty (Lasmini et al., 2021). While other studies have found that user trust is influenced by user experience and perceived app security (Isaura et al., 2023). Furthermore, one empirical study demonstrated that *user experience* and *trust* significantly influence user loyalty in digital services (Sidiq et al., 2026). However, most studies are still general in nature, focusing on *fintech* or digital applications in general, without focusing on specific *e-wallet services. Previous research has tended to focus on e-wallet* user satisfaction among

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Generation Z. (Nugroho & Sundari, 2025), but have not examined loyalty as a long-term variable, and most previous research has been conducted in urban areas. Therefore, empirical studies highlighting *Generation Z* in non-urban areas, focusing on specific *e-wallets*, such as DANA, are still limited. This study offers novelty by integrating *user experience*, *trust*, and *customer loyalty* into one model, emphasizing a focus on *Generation Z* in non-urban areas, and selecting the DANA *e-wallet* as the object of study.

Figure 2
Thinking Framework Model



Based on the empirical phenomena and research gaps, this study aims to analyze the influence *of user experience* on *customer loyalty of* the DANA e-wallet, with *trust* as an intervening variable among *Generation Z* on Madura Island. This study hypothesizes that *user experience* has a significant effect on *customer loyalty* among DANA e-wallet users (H1) and also influences *trust* (H2). Furthermore, *trust* has a significant effect on *customer loyalty* (H3). In addition, *trust* acts as a mediating variable connecting *user experience* with *customer loyalty* (H4). Theoretically, this study is expected to enrich the literature on digital consumer behavior in non-urban contexts. Practically, the findings of this study can serve as a basis for *e-wallet providers* in designing strategies to improve user experience and strengthen trust to build loyalty.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty in this study is based on *the Relationship Marketing Theory* proposed by *Robert M. Morgan and Shelby D. Hunt* in 1994, which emphasizes that customer loyalty is formed through long-term relationships based on trust, satisfaction, and ongoing commitment between the company and the customer. This theory views relationship marketing as all marketing activities aimed at building, developing, and maintaining long-term, mutually beneficial

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relationships with various parties that contribute to the organization's success (Kuncoro et al., 2021).

In Morgan and Hunt's (1994) framework, trust and commitment are key mediating variables that transform marketing efforts into long-term relationships: customers who believe a service provider is reliable and has integrity are more likely to commit to maintaining the relationship and are less likely to switch. In digital wallet services, this logic is relevant because users entrust funds and personal data to the service provider. Trust lowers the perceived risk of storage and transactions, while commitment is reflected in the willingness to continue using DANA despite the availability of alternative applications and competing promotions. Therefore, this study positions trust as a mechanism linking the experience of using the DANA application to loyalty. Commitment is not modeled as a separate construct; it is represented by the *retention* and *referrals dimensions* of *the customer loyalty construct*.

Conceptually, *customer loyalty* is the tendency of consumers to continue choosing and using a particular product or service repeatedly, even though there are other alternatives in the market (Agum et al., 2025). Loyalty is not only repetitive behavior, but also reflects emotional commitment, satisfaction, and trust in a brand or service. In the context of digital services such as *e-wallets*, loyalty arises when users feel their satisfaction and trust *are* consistently met, so they tend to use the same platform continuously and recommend it to others.

In *Generation Z*, customer loyalty is heavily influenced by digital user experience *and* trust *in* the security and credibility of the platform (Hanif, 2019). *Generation Z*, who grew up with digital technology, has high expectations for speed, ease of use, and application interface design. Empirical research shows that *e-wallet user loyalty* is formed when the digital experience is satisfying and supported by *trust,* which in turn impacts the desire to continue using the service and increases engagement in the digital ecosystem.

According to *Kotler* and *Keller* (Prasastin & Rahmah, 2025), *Customer Loyalty* can be seen from the tendency to make consistent repeat purchases (Wiratama et al., 2026), the ability to persist and not be easily influenced by negative information or offers from competitors (*retention*) (Haryono, 2025), and the willingness to recommend products or services to others (*referrals*) (Mayo et al., 2023) as a form of satisfaction and trust in the company. Studies on *e-business platforms* confirm that the quality of digital services, *trust*, and *User Experience* significantly influence *Customer Loyalty, making this variable crucial for understanding the behavior of Generation Z* users in non-urban areas.

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Trust

Trust in this study is based on the theory proposed by *Roger C. Mayer, James H. Davis, and F. David Schoorman (1995)*, which states that it is an individual's willingness to accept vulnerability to the actions of another party based on the expectation that the party will act positively. This theory places trust as the basis for building sustainable relationships between individuals and trusted parties (Putri & Haryanti, 2025).

From a sharia economic perspective, *trust* is closely related to the concept of amanah, which is trust that must be maintained with full responsibility, honesty (*ṣidq)*, and transparency in all transactional activities. This principle emphasizes that every party entrusted with trust must safeguard the rights and interests of others and avoid prohibited elements such as usury, gharar, and maisir. Thus, trust in the context of financial services is not only rational but also has moral and spiritual dimensions that form the basis for building sustainable relationships (Mustofa, 2025).

As the use of digital technologies such as *e-wallets increases*, consumer *trust* has become an important determinant influencing users' decisions to continue using a service and feel comfortable conducting non-cash transactions. Empirical research on *e-wallet services* in Indonesia shows that *e-trust* has a positive influence on *Customer Loyalty* and even strengthens the relationship between *e-service quality* and digital (Syafri & Ratnaningsih, 2025).

Research on various *fintech platforms*, such as Flip.id (Safitri et al., 2023)and LinkAja (Gusman & Dwita, 2025)shows that *e-trust* has a significant impact on *customer loyalty*, confirming that *trust* is a key factor in building and maintaining long-term relationships between users and digital payment service providers. These findings indicate that the higher the level of *trust* users feel towards the security, integrity, and transparency of the service, the greater their tendency to remain loyal. Therefore, in the context of *e-wallets* such as DANA, *trust* not only plays a role as a trigger for initial adoption but also as a strategic foundation in building *customer loyalty*, especially among *Generation Z* who have high expectations for the quality and security of digital services.

Conceptually, *digital trust* consists of several interrelated dimensions, including integrity, namely the honesty and transparency of the platform (Mawih, 2025); competence, namely the platform's ability to process transactions quickly and accurately (Marie et al., 2023); goodwill *(benevolence)* (Wong, 2017), namely the platform's seriousness in protecting user interests (Hutahuruk et al., 2025)and perceived security (Nurrahma et al., 2025) which emphasizes transaction security. *Generation Z* places special attention on the security

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dimension because they are highly sensitive to the risks of digital transactions, so *trust* becomes a strong foundation in building loyalty for this cohort.

The Law on Using the DANA *E-Wallet* from an Islamic Economic Perspective

The use of digital wallets (*e-wallets*) such as DANA from an Islamic economic perspective is essentially permissible as long as they comply with the principles of Islamic jurisprudence. The National Sharia Council of the Indonesian Ulema Council, through Fatwa No. 116/DSN-MUI/IX/2017, affirms that the use of electronic money is permissible as long as it does not contain elements of usury, gharar, and maysir and is used for halal activities (DSN-MUI, 2017). Therefore, the use of *e-wallets* such as DANA can be declared valid according to sharia as long as they comply with the principles of fairness, transparency, and clarity in transactions.

In its implementation, the use of *e-wallets* from a muamalah fiqh perspective involves several contracts underlying the transaction. The balance *top-up process can be categorized as a sharf* (money exchange) contract (DSN-MUI, 2002), which must be carried out in cash, while the balance stored in the *e-wallet system* can be viewed as *a wadi'ah yad amanah contract*, namely a deposit that must be maintained by the service provider (DSN-MUI, 2017)*e-wallet* provider and *the merchant* can be classified as an *ijarah* (service) contract (DSN-MUI, 2000)while the provision of incentives such as *cashback* can be categorized as a *ju'alah contract.* (DSN-MUI, 2017). All of these contracts are declared valid as long as they comply with sharia provisions as stipulated in the Fatwa of the National Sharia Council of the Indonesian Ulema Council, so it can be concluded that the use of *e-wallets* such as DANA is permitted in Islam as long as they do not contain prohibited elements and maintain the principles of trust and fairness in every transaction.

User Experience

The approach to *User Experience* in this study is based on a theoretical foundation that explains the interaction between humans and technological systems. Primarily, this concept is based on *Human-Computer Interaction (HCI)* developed by *Stuart K. Card, Thomas P. Moran, and Allen Newell (1983)* , which emphasizes that the quality of interaction between humans and systems will affect efficiency, comfort, and user perception (Nusantara et al., 2023).

User Experience is defined as the overall experience a system or application provides to users, making the interaction engaging and enjoyable. *User Experience* encompasses an individual's perceptions, responses, and assessments of ease of use, interface design, and experience in understanding available information (Mahmudi, 2025). This concept emphasizes that the success of a digital product is

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determined not only by technical functionality but also by the quality of the user experience. Similarly, ISO 9241-210 defines *User Experience* as a person's perceptions and responses resulting from the use or anticipated use of a system (International Organization for Standardization (ISO), 2019).

In the context of *e-wallets*, the quality of user experience *plays* a crucial role in shaping digital attitudes and behaviors, especially among *Generation Z*, known as *digital natives* with high expectations for speed, ease of use, and app design. A positive experience not only increases user satisfaction but also encourages long-term engagement and commitment to digital platforms (Ningrum & Yudistria, 2025). Empirical research shows that the quality of experience significantly influences user *trust* and engagement, ultimately strengthening *customer loyalty.* (Syafri & Ratnaningsih, 2025). Research on *Generation Z's* digital wallet behavior in urban Indonesia found that *user experience* significantly correlates with satisfaction and builds loyalty in this cohort (Aenussyifa et al., 2025) *e-wallet* services like DANA, an optimal *user experience not only increases positive perceptions but also builds trust,* which in turn strengthens *customer loyalty* among *Generation Z.*

Conceptually , *User Experience* can be understood as a multidimensional construct that includes ease of use or *usability* (Rodiah & Melati, 2020), quality of interaction or *interaction design* (Andria & Untoro, 2019), clarity of information structure or *information architecture* (Afandi, 2006), quality of information presentation or *content strategy* (Ameylda et al., 2025), and understanding of user needs (Putrianto et al., 2024) obtained through *user research* (Alifah Amalia Arif, 2026). In *Generation Z*, an optimal digital experience integrates these dimensions so that users feel comfortable, trust, and encouraged to continue using *e-wallet services* sustainably.

RESEARCH METHOD

This study employs a quantitative, causal approach to analyze the influence of user experience on customer loyalty toward the DANA e-wallet, with trust serving as an intervening variable, among Generation Z individuals on Madura Island. This approach was selected to test hypotheses and empirically measure the relationships between variables using numerical data (Damanik et al., 2025).

The unit of analysis consists of Generation Z individuals aged 17–28 who reside on Madura Island and have actively used DANA for at least the past three months. The research population comprises 904,574 Generation Z individuals across four regencies on Madura Island: Sumenep, Pamekasan, Sampang, and

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Bangkalan (BPS, 2025). Sample size determination was conducted using the Slovin formula with a 10% margin of error, resulting in a sample of 100 respondents (Antoro, 2024). Participants were selected via purposive sampling based on the aforementioned criteria.

Data collection was conducted through a closed questionnaire compiled in *Google Form* and distributed online through social media, such as *WhatsApp* and *Instagram*. The questionnaire instrument measures independent, intervening, and dependent variables. *User experience* is measured through ease of use (Rodiah & Melati, 2020), interaction quality (Andria & Untoro, 2019), clarity of information structure (Afandi, 2006), quality of information presentation (Ameylda et al., 2025), and understanding of user needs (Putrianto et al., 2024); *trust* is measured through platform integrity (Mawih, 2025), service competence (Marie et al., 2023), platform goodwill (Wong, 2017)and transaction security (Nurrahma et al., 2025); Meanwhile, *customer loyalty* is measured through *repeat purchases* (Wiratama et al., 2026), *retention* (Haryono, 2025), and *referrals* (Mayo et al., 2023). All variables use a Likert scale of 1–5, with 1 = Strongly Disagree and 5 = Strongly Agree. The emphasis on the dimensions of *User Experience*, *trust*, and *customer loyalty* is adjusted to the characteristics *of Generation Z* to accurately capture their perceptions and behaviors.

Data analysis is conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method via SmartPLS 4. The evaluation of the outer model includes outer loadings, Average Variance Extracted (AVE), composite reliability, Cronbach's alpha, the Fornell-Larcker criterion, the Heterotrait-Monotrait (HTMT) ratio, and cross-loadings. The evaluation of the inner model encompasses the Variance Inflation Factor (VIF), the coefficient of determination (R^2), effect size (f^2), as well as direct and indirect effects. Statistical significance is tested through bootstrapping with 5,000 subsamples, using a two-tailed test at a 5% significance level and the percentile bootstrap method (Setiabudhi et al., 2024).

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RESULTS AND DISCUSSION

Respondent Characteristics

The questionnaire was distributed online via Google Form from April 23 to May 23, 2026. All respondents reported being DANA e-wallet users. Respondent profiles are presented in Table 1.

Table 1.
Respondent Profile

Profile	Amount	%
Gender		
Woman	56	56.0%
Man	44	44.0%
Age		
17-22 years	83	83.0%
23-28 years old	17	17.0%
Domicile		
Pamekasan	33	33.0%
Lacquer	25	25.0%
Bangkalan	23	23.0%
Sumenep	19	19.0%
Work		
Student	76	76.0%
Students	7	7.0%
Employee	6	6.0%
Entrepreneur/Self-Employed/Businessman/Pioneer	7	7.0%
Others (Assistant MUA, Assistant Lecturer, Midwife, Not Working)	4	4.0%
Length of time using DANA		
>6 Months	75	75.0%
3-6 Months	25	25.0%

Respondents were predominantly female (56.0%) and aged 17–22 (83.0%), with the majority working as students (76.0%). Regionally, respondents came from all four regencies on Madura Island, with the largest number coming from Pamekasan (33.0%) and Sampang (25.0%). All respondents had used DANA for at least three months, with the majority for more than six months (75.0%), so they generally had sufficient user experience to assess the app's quality,

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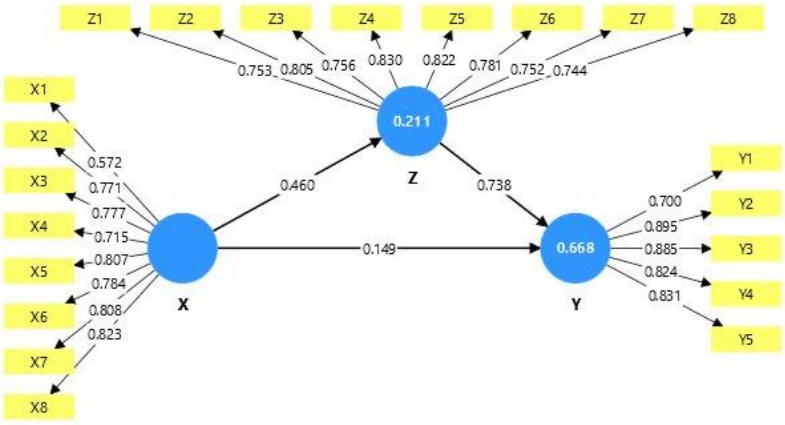
trustworthiness, and loyalty. This profile aligns with the characteristics of Generation Z, the digital native cohort that is the focus of this study.

Evaluation of Measurement Model (Outer Model)

The results of the model estimation using the PLS-SEM Algorithm are shown in Figure 3, which contains the outer loading of each indicator, the path coefficient between constructs, and the R^2 value for the endogenous construct.

Figure 3

PLS-SEM Model Estimation Results



Description: X = User Experience; Z = Trust; Y = Customer Loyalty.
Source: SmartPLS 4 output (2026).

Outer loading is used to assess how strongly each indicator reflects the latent construct it measures (Hair, 2019). The results in Table 2 show that 19 of the 21 indicators have outer loadings above 0.70, ranging from 0.715 to 0.895. Indicator Y1 has a loading of 0.700 (0.6998), which is practically at the 0.70 threshold, while indicator X1 has a loading of 0.572. Both are statistically significant in the bootstrapping results (Y1: $t = 6.324$; $p < 0.001$; X1: $t = 3.288$; $p = 0.001$). According to (Josep F. Hair Jr., 2021), indicators with loadings between 0.40 and 0.70 should be considered for removal only if such removal increases the AVE or composite reliability above the threshold. Since the AVE and CR for the User Experience and Customer Loyalty constructs already meet the criteria, X1 and Y1 are retained in the model.

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Table 2.
Outer Loading, AVE, Cronbach's Alpha, and Composite Reliability

Constructs and Indicators	Loading (λ)	AVE	Alpha (α)	CR (ρc)
User Experience **(X)**				
X1	0.572	0.579	0.897	0.916
X2	0.771			
X3	0.777			
X4	0.715			
X5	0.807			
X6	0.784			
X7	0.808			
X8	0.823			
Trust **(Z)**				
Z1	0.753	0.610	0.908	0.926
Z2	0.805			
Z3	0.756			
Z4	0.830			
Z5	0.822			
Z6	0.781			
Z7	0.752			
Z8	0.744			
Customer Loyalty **(Y)**				
Y1	0.700	0.689	0.885	0.917
Y2	0.895			
Y3	0.885			
Y4	0.824			
Y5	0.831			

Convergent validity is strengthened by the AVE values of all constructs being above 0.50, namely User Experience 0.579, Trust 0.610, and Customer Loyalty 0.689 (Hair et al., 2019). The reliability test shows Cronbach's alpha values of 0.897 (X), 0.908 (Z), and 0.885 (Y), composite reliability (ρa) of 0.915 (X), 0.910 (Z), and 0.893 (Y), and composite reliability (ρc) of 0.916 (X), 0.926 (Z), and 0.917 (Y). All values exceed the limit of 0.70 so that the instrument is declared to have good internal consistency (Rahmad Solling Hamid, 2019).

Discriminant validity was tested using the Fornell-Larcker, HTMT, and Cross-Loading criteria. Under the Fornell-Larcker criterion (Table 3), the AVE

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root for User Experience (0.761) is greater than its correlation with Customer is also greater than its correlation with Trust (0.806). However, the root of the AVE for Trust (0.781) is slightly smaller than the correlation between Trust and Customer Loyalty (0.806) (Claes Fornell, 1981). Therefore, the test was supplemented with the HTMT. The HTMT value between Trust and Customer Loyalty, at 0.895, exceeds the conservative threshold of 0.85 but remains below the 0.90 threshold (Henseler et al., 2015), whereas the HTMT values for User Experience–Customer Loyalty (0.536) and User Experience–Trust (0.473) are well below both thresholds. Meanwhile, cross-loading analysis indicates that each indicator loads most strongly on the construct it measures. Thus, discriminant validity is met for User Experience, but is only marginally met for the relationship between Trust and Customer Loyalty. The two constructs are conceptually closely related; therefore, the path coefficients between them must be interpreted with caution.

Table 3.
Discriminant Validity (Fornell-Larcker Criterion)

Construct	X	Y	Z
User Experience (X)	0.761		
Customer Loyalty (Y)	0.488	0.830	
Trust (Z)	0.460	0.806	0.781

The Variance Inflation Factor (VIF) test is conducted to determine whether there are issues of collinearity among predictor variables in a structural model. A VIF value below 5 indicates the absence of critical collinearity issues, although values below 3 are further recommended (Ringle et al., 2023). Based on the test results, the VIF values between constructs (inner VIF) range from 1.000 to 1.268. As all these values fall below the threshold of 5, it can be concluded that the structural model does not suffer from multicollinearity issues. Consequently, the model meets the collinearity criteria, allowing the evaluation of the structural model to proceed to the next stage.

Structural Model Evaluation (Inner Model)

The evaluation of the structural model focused on the coefficient of determination (R^2), effect size (f^2), and the significance of the path coefficients. Based on (Hair, 2019) criteria, R^2 values of 0.75, 0.50, and 0.25 are categorized as strong, moderate, and weak, respectively. Table 4 shows that the R^2 for Trust is 0.211 (adjusted R^2 0.203), meaning that User Experience explains 21.1% of the variation in Trust (weak category, below the 0.25 threshold), while 78.9% is

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influenced by other factors outside the model. The R^2 for Customer Loyalty is 0.668 (adjusted R^2 0.661), meaning that the combination of User Experience and Trust explains 66.8% of the variation in Customer Loyalty (moderate category), while 33.2% is influenced by other variables.

Table 4.
R- Square and Effect Size (f^2) Values

Variable/Path	R^2	R2 Adjusted	f^2
Trust (Z)	0.211	0.203	
Customer Loyalty (Y)	0.668	0.661	
X →Y			0.053 (small)
X →Z			0.268 (moderate)
Z →Y			1,293 (large)

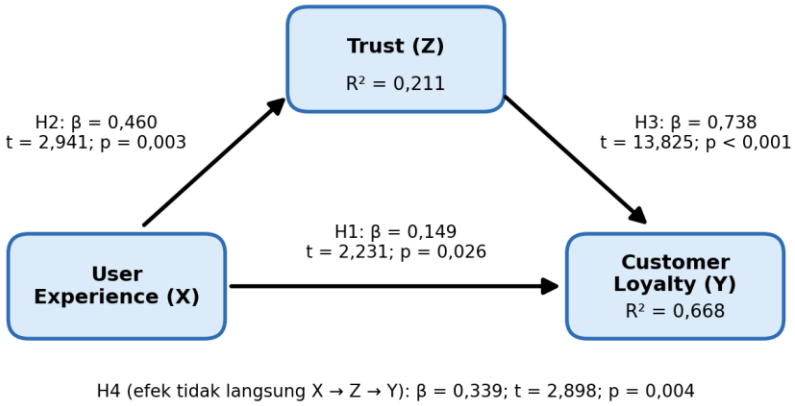
The f^2 value shows that the direct contribution *of User Experience* to *Customer Loyalty* is relatively small (0.053), the contribution of *User Experience* to *Trust* is moderate (0.268), and the contribution *of Trust* to *Customer Loyalty is relatively large (0.268).* is classified as very large (1.293) (Cohen, 1998). The model fit index produces SRMR 0.091, and NFI 0.732. The SRMR value is slightly above the recommended limit of 0.08 (Hu, L. T., & Bentler, 1999) and the NFI is still below the 0.90 commonly used as a reference, so the model fit is considered marginal and the research results should be read as a predictive-exploratory analysis as is common in PLS-SEM.

Hypothesis Testing

Direct effect testing was performed using a two-tailed test at a 5% significance level. The hypothesis was accepted if the t-statistic value was greater than 1.96 and the p-value was less than 0.05. A 95% bootstrap percentile confidence interval (CSI) that did not include zero was used to check the robustness of the results (Nurliana, 2026). The test results are shown in Figure 4 and Table 5.

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Figure 4
Results of Structural Model Testing (Bootstrapping)



Source: processed from SmartPLS 4 output (2026).

Table 5.
Results of the Direct Effect Test

Hypothesis	*β*	Std. Dev.	T. Statistics	P Value	Confidence Interval	Decision
H1: X →Y	0.149	0.067	2,231	0.026	[-0.019; 0.246]	Accepted (weak)
H2: X →Z	0.460	0.156	2,941	0.003	[0.215; 0.771]	Accepted
H3: Z →Y	0.738	0.053	13,825	< 0.001	[0.636; 0.848]	Accepted

The results in Table 5 show that User Experience has a positive effect on Customer Loyalty (β = 0.149; t = 2.231; p = 0.026), though this effect is considered small (f^2 = 0.053) according to the criteria established by (Cohen, 1998). However, the 95% confidence interval [-0.019; 0.246] includes zero; therefore, the results are inconclusive and should be interpreted with caution (Hair, 2019). User Experience also has a positive and significant effect on Trust (β = 0.460; t = 2.941; p = 0.003), leading to the acceptance of H2, while Trust has a positive and significant effect on Customer Loyalty (β = 0.738; t = 13.825; p < 0.001), leading to the acceptance of H3.

The indirect effect (mediation) testing is presented in Table 6. The indirect effect *of User Experience* on *Customer Loyalty* through *Trust* is 0.339 and significant (t = 2.898; p = 0.004) with a 95% confidence interval [0.162; 0.585] that does not include zero, so H4 is accepted. The total effect of *User Experience* on *Customer Loyalty* is 0.488 (t = 4.309; p < 0.001). Because the direct and indirect effects are both

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significant and positive, *Trust* acts as a complementary partial mediator *according* to the approach of (Zhao, X., Lynch, J. G., Jr., 2010) and (Nitzl, C., Roldán, J. L., & Cepeda, 2016). The *variance accounted for* (VAF) value of 69.5% indicates that approximately 70% of the total effect of *User Experience* on *Customer Loyalty* is channeled through *Trust*.

Table 6.
Results of the Indirect Effect and Total Effect Tests

Hypothesis	β	Std. Dev.	T. Statistics	P Value	Confidence Interval	Decision
H4: X → Z → Y (indirect)	0.339	0.117	2,898	0.004	[0.162; 0.585]	Accepted
X → Y (total effect)	0.488	0.113	4,309	< 0.001	[0.285; 0.715]	-

The Influence *of User Experience* on *Customer Loyalty*

The test results show that *User Experience* has a positive and significant effect on *Customer Loyalty* of DANA users in Generation Z on Madura Island (β = 0.149; t = 2.231; p = 0.026), so H1 is accepted. This finding is in line with (Hanif, 2019) and (Sidiq et al., 2026) who reported that user experience influences the loyalty of digital service users, as well as with (Feny & Rangkuti, 2026) who placed *user experience* alongside *trust* as determinants of loyalty on *e-business platforms*. The better users assess the ease of navigation, interface design, and speed of the DANA system, the more likely they are to reuse the service, persist over competitors' offers, and recommend it to others.

Although positive, the direct effect of User Experience on Customer Loyalty is relatively small (f^2 = 0.053) and has limited evidential strength. This suggests that user experience is not yet strong enough to directly foster loyalty. Conversely, the total effect of UX on Customer Loyalty reaches 0.488, highlighting the importance of Trust in this relationship. This finding aligns with Relationship Marketing Theory, which explains that trust and commitment form the foundation for building long-term relationships (Morgan, R. M., & Hunt, 1994). (Flavián, 2006) also demonstrated that usability can support loyalty through satisfaction and trust. Thus, DANA users' loyalty is not only related to their experience using the app but is also influenced by their trust in the service.

Furthermore, respondents' *User Experience scores* were very high and relatively uniform (mean 4.27; standard deviation 0.56). This could be interpreted as indicating that Gen Z, as *digital natives, views interface quality* as a minimum

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standard, resulting in less differentiation in loyalty levels between users. This interpretation is conjectural and needs to be tested in further research.

The Influence *of User Experience* on *Trust*

User Experience was shown to have a positive and significant effect on *Trust* ($\beta = 0.460$; $t = 2.941$; $p = 0.003$) with a medium *effect size* ($f^2 = 0.268$), thus H2 was accepted. The better users rated the ease of navigation, interface design, system speed, and comfort of using DANA, the greater their trust in the service. This finding is consistent with (Flavián, 2006) who showed that the usability *of* a platform increases consumer trust, with (Isaura et al., 2023) who found that *fintech user trust* is influenced by user experience and perceived application security, and with (Syafri & Ratnaningsih, 2025) who reported that the quality of experience influences trust in *e-wallet services*. Within Mayer et al.'s (1995) trust framework, smooth, accurate, and understandable transactions serve as signals of the service provider's competence and integrity, which then makes users willing to hand over their funds and personal data.

Although significant, the R^2 *for Trust* was only 0.211 (weak category). This means that approximately 78.9% of the variation in trust is formed by factors outside the model. Factors worth considering in future research include perceptions of data security (Nurrahma et al., 2025), provider reputation, and service compliance with Sharia principles, considering that the use of electronic money is permitted as long as it is free from elements of usury, *gharar* , and *maysir* (DSN-MUI, 2017). For Muslim users in Madura, trust in *e-wallets* is not only technical but also reflects the values of trustworthiness, honesty, and transparency in safeguarding user funds and information (Rahmi et al., 2025).

The Influence *of Trust* on *Customer Loyalty*

Trust has a positive and significant effect on *Customer Loyalty* with the largest path coefficient in the model ($\beta = 0.738$; $t = 13.825$; $p < 0.001$) and a very large *effect size* ($f^2 = 1.293$), so H3 is accepted. Users who trust the security, integrity, and transparency of DANA tend to reuse the service, resist competitors' offers, and are willing to recommend it to others. These results are in line with studies on various digital financial platforms, namely (Safitri et al., 2023) on Flip.id, (Gusman & Dwita, 2025) on LinkAja, (Syafri & Ratnaningsih, 2025) on *e-wallets*, and (Agum et al., 2025) who position *e-trust* as a mediator in the formation *of e-loyalty*. More generally, these results support (Chaudhuri, A., & Holbrook, 2001) who showed that brand trust drives loyalty, as well as *Relationship Marketing Theory* which places trust as the foundation of long-term relationships (Morgan, R. M., & Hunt, 1994).

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From an Islamic economic perspective, the balance stored in *an e-wallet* is viewed as a trust (*wadi'ah yad amanah*) that the service provider must safeguard (DSN-MUI, 2017). Trust that user funds and information are managed responsibly and transparently therefore forms a strong basis for users' continued loyalty. However, the magnitude of this coefficient should be interpreted with caution. The high *Trust - Customer Loyalty correlation* (0.806) and greater than the square root of the AVE *of Trust* (0.781), as well as the HTMT of 0.895, indicate that the two are closely related, and data were collected from a single source at a time, thus magnifying the observed relationship. Furthermore, 17 out of 100 respondents provided identical answers to all items (12 respondents answered 5 and 5 respondents answered 4), which may reduce data variation.

The Mediation Role of *Trust* in the Influence of *User Experience* on *Customer Loyalty*

The indirect effect *of User Experience* on *Customer Loyalty* through *Trust* is significant ($\beta = 0.339$; $t = 2.898$; $p = 0.004$), thus H4 is accepted. Since both direct and indirect effects are significant and unidirectional, *Trust* acts as a complementary partial mediator with a VAF of 69.5% (Zhao, X., Lynch, J. G., Jr., 2010) and (Nitzl, C., Roldán, J. L., & Cepeda, 2016). This confirms the idea proposed in the introduction that in the digital financial industry, which is full of security perception risks, trust is a link between experience evaluation and long-term user commitment. This finding is also in line with (Agum et al., 2025) and (Syafri & Ratnaningsih, 2025), who emphasized the role of *e-trust* in linking digital service quality with loyalty in *e-wallet services*. A good experience on the DANA application contributes directly to loyalty, but the greatest impact occurs when the experience successfully builds confidence that the service is safe, honest, and reliable.

Based on the overall results, all four research hypotheses were accepted, with the caveat that the direct effect *of User Experience* on *Customer Loyalty* (H1) was weak and hovered around the significance limit. Theoretically, this study adds to the literature on digital consumer behavior in a non-urban context by demonstrating that for Generation Z on Madura Island, the experiential pathway to loyalty is primarily through trust. Practically, *e-wallet providers* like DANA should view interface improvements and system speed as an initial investment that must be followed by strengthening trust, for example through transaction and data security, transparency of fees and promotions, and clarity in complaint handling and user fund management in accordance with the principle of trustworthiness. Investing solely in appearance is not enough to build long-term loyalty.

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The results of this study need to be generalized with caution. The sample consisted of 100 respondents from Madura Island, determined using the Slovin formula at a 10% error rate and selected using a *purposive sampling technique*. Respondents were predominantly aged 17–22 years (83.0%) and students (76.0%). The data were *cross-sectional* and based on self-perception. The discriminant validity between *Trust* and *Customer Loyalty* was only marginally met; the model fit was marginal (SRMR = 0.091), and one *User Experience indicator* (X1) had *a loading* below 0.70. The power of the direct path X → Y was also inadequate with this sample. Future research is recommended to increase the sample size, compare urban and non-urban areas, and include other variables such as satisfaction, perceived security, and religiosity.

CONCLUSION

This study concludes that User Experience has a positive and significant effect on Trust ($\beta = 0.460$; $p = 0.003$) and Customer Loyalty ($\beta = 0.149$; $p = 0.026$) among Generation Z DANA e-wallet users on Madura Island, although its direct effect on loyalty is weak. Trust has a positive and significant effect on Customer Loyalty ($\beta = 0.738$; $p < 0.001$) and acts as a partial mediator (indirect effect $\beta = 0.339$; $p = 0.004$; VAF 69.5%), thus all four hypotheses are accepted. Practically, e-wallet providers need to combine interface improvements and system speed with strengthening trust through security, transparency, and trustworthy fund management. Future research is recommended to expand the sample, compare urban and non-urban areas, and include variables such as satisfaction, perceived security, and religiosity.

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