



E-Wallet and Food Consumption: Satisfaction and Loyalty Of Gen Z College Students

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Abstract

The increasing use of e-wallets among college students, particularly for food purchases, faces challenges such as unstable digital payment infrastructure and limited platform features. This study aims to identify the frequency of e-wallet usage, assess consumer satisfaction and loyalty, and explore the relationship between these factors. Utilising a literature review method, the research involves planning, conducting, and reporting on existing scholarly works related to the topic. Findings indicate that user characteristics and e-wallet usage frequency significantly influence college students' satisfaction and loyalty. The research concludes that security, convenience, service quality, and promotional effectiveness are crucial in shaping college student satisfaction and loyalty toward e-wallets. To improve user adoption and retention, e-wallet providers should enhance security measures, ensure efficient service, and offer appealing promotions like cashback and discounts. Furthermore, incorporating financial education and budget management features, along with additional services such as transportation and bill payments, can increase the relevance and utility of e-wallets for Gen Z college students.

Keywords: satisfaction, loyalty, food, e-wallet, college student

A. Introduction

The rapid growth of financial technology (Fintech) has revolutionised the global payment system, with e-wallets emerging as a key innovation in digital transactions. E-wallets provide convenience, efficiency, and security, making them an attractive choice for consumers, including college students. (Hassan et al., 2020). In Indonesia, various e-wallet providers like GoPay, OVO, DANA, and ShopeePay have gained popularity due to their ease of use and promotional offers. (Khasanah & Sriniyati, 2023). Bank Indonesia has also introduced policies to encourage cashless transactions, which further support the use of e-wallets in everyday life. (Bank Indonesia, 2016). As a result, e-wallets have become a dominant digital payment method in Indonesia, thanks to their user-friendliness, efficiency, and the backing of Bank Indonesia for cashless transactions.

E-wallets offering discounts and cashback promotions can improve customer satisfaction (Heru & Melly, 2022). However, other factors also affect user satisfaction and loyalty, such as service quality, transaction speed, and how much trust users have in the platform (Nawawi, 2020). College students appreciate the ease of use and promotional benefits but still have concerns about security, trust, and long-term user retention (Ajina et al., 2023). E-wallets have transformed people's transactions by providing convenience and enhancing shopping security. Therefore, understanding these factors is crucial for improving user experience and encouraging people to adopt e-wallets. This research is necessary because it can provide valuable information that helps service providers improve their e-wallet platforms.

Additionally, the insights from this study can benefit businesses in the food sector and policymakers by showing how digital transactions influence consumer behaviour and market trends.

The gap in this research is the need for a deeper understanding of how factors like data security, service quality, and user experience affect customer loyalty when using e-wallets for food transactions. (Kim, 2019). Most previous studies have focused on the general adoption of digital payment technologies without identifying specific factors that help retain e-wallet users among college students. (Rowley, 2006). Therefore, this study aims to identify the key factors influencing college student' experiences with e-wallets and how they relate to their satisfaction and loyalty.

Many studies have looked at how effective promotional strategies and incentives from e-wallet providers are in increasing usage and customer satisfaction. (Ajina et al., 2023). While many studies focus on the practical benefits of e-wallets, they have not highlighted the psychological effects of promotions like cashback, discounts, and loyalty programs on college students' shopping habits. (Anil Gupta, Anish Yousaf, 2020). To address the challenges college students face when using e-wallets for food transactions, this research takes a more in-depth approach to analyse the factors influencing user satisfaction and loyalty. One of the main steps is to conduct a broader survey involving college student from different backgrounds to understand their preferences and the challenges they encounter when using e-wallets. This way, the research can provide insights into whether these marketing strategies genuinely affect user adoption and loyalty or boost short-term usage.

The novelty of this research lies in summarising previous findings to give a general overview of trust, service efficiency, and promotional effectiveness, along with recommendations for e-wallet providers to enhance user engagement, especially among college students. Additionally, a comprehensive approach that includes transaction experiences, economic benefits, and ease of use is one of the strengths of this research. Academically, this research enriches readers' understanding of using e-wallets for food shopping and provides insights into the factors influencing student satisfaction and loyalty while using e-wallets. This research can help the general public understand and utilise digital technology. Socially, this research raises college students' awareness of why they use e-wallets and identifies the factors influencing their customer satisfaction and loyalty.

This research provides a deeper understanding of college students' motivations for using e-wallets and the factors that encourage long-term usage. It also offers insights into strategies for building user trust and loyalty by optimising e-wallet features, such as improving data protection. (Ludin & Cheng, 2014). The findings will provide more precise recommendations for service providers to enhance user experience and maintain customer loyalty in the increasingly competitive digital payment industry.

Specifically, this research aims to: (a) examine how often consumers use e-wallets for food shopping, (b) assess how satisfied consumers are with e-wallets, (c) evaluate how loyal consumers are to e-wallets, and (d) investigate the relationship between satisfaction and loyalty among e-wallet users.

B. Methodology

This research was conducted in Bali from November 2024 to March 2025. The literature collection process used gadgets like laptops and smartphones to access references from well-known academic databases, such as Academia.edu, ResearchGate, Scopus, Google Scholar, ScienceDirect, and relevant national and international journals. The choice of research location was based on the availability of infrastructure that supports primary data collection.

The method used for this research is library research. Library research is a methodology used to answer research questions, evaluate theories or evidence, test the validity or accuracy of specific theories, and provide an overview of an issue or research problem. Additionally, library research can be used to create a research agenda, identify research gaps, develop theories, and map the progress of a research field over time. (Ebidor & Ikhide, 2024). The main goal of a systematic literature review is to provide a comprehensive and objective summary of

all available evidence on a specific topic. This method is very structured and rigorous, following clear guidelines to avoid potential bias or errors in the research. (Moher et al., 2009).

The steps taken are: (a) planning the literature review, which involves formulating research questions and determining the appropriate type of literature review; (b) conducting the literature review, which involves examining and summarizing previously published scholarly works related to the research topic; and (c) reporting the literature review, which involves presenting the results of a critical analysis of writings relevant to the research topic. The population studied consists of Gen Z college students who use e-wallets to shop for food daily.

C. Findings and Discussion

Examining the frequency of consumer e-wallet usage for food shopping

The frequency of e-wallet usage for food shopping has increased along with technological advancements and the convenience of cashless transactions. Factors such as price, benefits, usability, attitudes, security, risks, and discounts encourage impulsive purchases, while variations in choices, service features, and advertising negatively impact them. Consumer demographics such as age, income, and education level also play a role in determining how often e-wallets are used for food transactions. (Vu Ha Cong et al., 2024). Overall, online shopping and e-wallets influence food consumption behaviour. (Sari et al., 2021). Users who experience transaction ease and time efficiency tend to use e-wallets more frequently. Incentives like cashback and discounts boost usage, especially for routine shopping. Additionally, since the COVID-19 pandemic, the adoption of e-wallets has increased as they are considered safer than cash payments. (Rahi et al., 2024). Consumers' use of e-wallets for food shopping significantly rose during the COVID-19 pandemic. E-wallets, as the digital equivalent of physical wallets, support cashless and contactless payments, allowing consumers to adhere to physical contact restrictions imposed to curb the spread of COVID-19. (Ojo et al., 2022). The frequency of online shopping affects consumers' risk perceptions, where those who rarely shop online tend to have a higher risk perception that can hinder repurchase intentions, while consumers who frequently shop online have higher trust levels and lower risk perceptions, making them more likely to continue purchasing online. (Mortimer et al., 2016). Thus, the use of e-wallets for food shopping has increased due to convenience, incentives, and changes in consumer behaviour, especially since the pandemic.

Examining consumer satisfaction levels with E-Wallets

Consumer satisfaction with e-wallets is influenced by security factors such as transaction speed, authentication mechanisms, encryption, software performance, privacy details, and the information provided. Therefore, service providers must ensure optimal security systems to enhance user satisfaction and loyalty. (Muhtasim et al., 2022). User satisfaction levels with e-wallets are significantly affected by trust, system quality, information, service, and structural assurances, with trust being the primary factor in increasing consumer satisfaction. (Chalik & Faturhman, 2022). With reasonable structural assurances, such as strict regulations and consumer protection, e-wallet users will feel safer and more comfortable conducting digital transactions, ultimately contributing to increased service satisfaction and loyalty. (Suhaily & Darmoyo, 2017). Furthermore, consumer satisfaction is also influenced by functional aspects such as ease of procedures, transaction speed, service fees, and the type and quality of services. (Heru & Melly, 2022). Responsive and efficient customer support also contributes to overall satisfaction [27]. Thus, e-wallet service providers should enhance security and user trust by developing reliable, transparent, and user-friendly systems. Additionally, improving system quality, providing responsive customer service, and offering clear and accurate information are important factors in building user loyalty.

Examining consumer loyalty levels among E-Wallet users

Consumer loyalty to e-wallets is influenced by various factors, particularly trust and the quality of service provided by the service provider (Chalik & Faturhman, 2022). Consumer loyalty to e-wallets tends to be high if users are satisfied with the services offered, especially regarding security, ease of use, and the benefits received. If an e-wallet can provide a

comfortable and secure experience, consumers are more likely to continue using it and recommend it to others. (Butt et al., 2025). With the increasing popularity of e-wallets, maintaining user loyalty remains a challenge due to intense competition and ever-changing consumer preferences. (Al-Okaily, 2023). Security and trust factors also pose challenges, as there are still concerns about data breaches and account misuse. Inconsistent user satisfaction due to unresponsive customer service or technical issues can also hinder loyalty. (Ariffin et al., 2021). To enhance e-wallet user loyalty, service providers must improve usability, strengthen security, reduce risks, and ensure ease of use so that consumers feel comfortable and safe when transacting. (Lim et al., 2024). Although e-wallets are becoming more popular, maintaining user loyalty remains challenging due to fierce competition, changing consumer preferences, and security and service quality concerns. Therefore, e-wallet providers must continuously improve service quality, strengthen security, and reduce risks to keep users loyal and recommend their services.

Examining the relationship between satisfaction levels and consumer loyalty among E-Wallet users

User satisfaction with e-wallets plays a crucial role in building loyalty to the service. (Lim et al., 2024). Users will feel satisfied with their experience using an e-wallet if they perceive transaction ease, security, and competitive costs, and they are likely to continue using it and recommend it to others. (Ilieva et al., 2023). When satisfied with the services provided, users use the platform repeatedly, enhancing loyalty. Factors such as price perception and convenience also play important roles, where high price perception can decrease satisfaction and relationship inertia, while ease of use increases user satisfaction. (Cheng et al., 2011). One of the main issues in the relationship between satisfaction and loyalty among e-wallet users is whether high satisfaction levels always lead to strong loyalty. (Triatmojo & Yuliviona, 2025). With the implementation of appropriate strategies, e-wallet service providers can ensure that user satisfaction not only enhances the transaction experience but also strengthens their loyalty in the long term. (Rahi et al., 2024). Through innovation and service adjustments according to user needs and preferences, e-wallets can become a primary choice in the increasingly evolving landscape of digital payment adoption.

D. Conclusion

The conclusion of this study emphasises that the use of e-wallets for food transactions among Gen Z college students is increasing in line with technological advancements and various incentives offered. Factors such as ease of use, transaction efficiency, and promotions in the form of cashback and discounts significantly contribute to the adoption of e-wallets, especially in the context of food consumption. However, challenges such as perceptions of security risks and system stability can still affect user decisions.

Student satisfaction in using e-wallets is influenced by transaction speed, service quality, and data security. Trust in the e-wallet system is crucial in enhancing user satisfaction, so service providers must continuously innovate to improve data protection and provide responsive and transparent customer service. User loyalty to e-wallets is closely related to the level of satisfaction derived from the transaction experience. Users who are satisfied with the services will likely continue using e-wallets and recommend them to others. However, challenges in maintaining loyalty arise due to intense competition among service providers and dissatisfaction with technical aspects such as limited features or system disruptions.

The relationship between satisfaction and loyalty indicates that high satisfaction does not always lead to strong loyalty. Although college students feel satisfied with the ease and benefits provided by e-wallets, they remain open to other options that offer superior features. Therefore, strategies to enhance satisfaction must be accompanied by continuous innovation to maintain user loyalty in the long term. This study successfully identifies the factors influencing student satisfaction and loyalty regarding the use of e-wallets for food transactions. However, further research is needed on the long-term impact of e-wallet usage habits on college students' financial behaviour and how changes in regulatory policies may affect e-wallet adoption trends in the future.

E. References

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