

# Jurnal Manajemen

VOLUME 29/3/October/2025

P ISSN 1410 - 3583

E ISSN 2549 - 8797

**Digital Tourism Promotion: Social Media, E-WOM, and Celebrity Endorsement in Jakarta**  
*✍ Catur Widayati, Fadhila Dhia Malihah, Hasliza Abdul Halim*

**FOMO's Impact on Impulsivity: The Mediating Role of Flash Sale Promotional Strategies**  
*✍ Erick Karunia, Muh. Irfandy Azis, Faerozh Madli, Mohd Noor Hidayat Jimainal, Ang Hong Loong*

**Identification of Impulse Buying Behaviour among Shopee Users in Sumatra Island**  
*✍ Irfan Alfandi, Rina Suthia Hayu*

**Workload on Service Performance Through Work Life Balance and Work Capability**  
*✍ Saldin Paputungan, Lucky O. H. Dotulong, Rita N. Taroreh, Genita G. Lumintang*

**Maximizing Online Loyalty: The Mediating Effects of Satisfaction and Trust**  
*✍ Tommy Setiawan Ruslim*

**Emotional Intelligence and Spiritual Intelligence on Performance Through Employee Job Satisfaction**  
*✍ Agustinus Numberi, Yasir Attamimi, Tantri Widiastuti*

**The Effectiveness of Training and Work Discipline on Individual Quality and Performance**  
*✍ Affandy Agusman Aris, Lukman. S, Moh. Akhtar Setia Ramadhan Eka Diningrat, Widyawati, Muhammad Rais Rahmat Razak*

**The Role of External Factors on Actual Technology Use of Omni Channel Applications**  
*✍ Bambang Eko Samiono, Anggun Pratiwi, Sunarmo, Rahmat Alam*

**Enhancing Lecturer Quality through HRD Strategies and Support**  
*✍ Idris Yanto Niode, Rezkiawan Tantawi, Sri Yeyen Gani*

**Employee Retention at PT Pos Indonesia: Job Satisfaction as a Mediator**  
*✍ Deasy Aseanty, Muhammad Reza Madi, Andreas Wahyu Gunawan*

## Editorial Address

Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470

Phone/Fax (021) 5655508-9 Ext.0326

Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)

URL <https://www.ecojo.in.org/index.php/EJE/index>



# Jurnal Manajemen

VOLUME 29/3/October/2025

P ISSN 1410 - 3583

E ISSN 2549 - 8797

The logo for the journal's electronic version, 'e-JJM', is displayed in a large, red, serif font with a 3D effect. It is centered within a light blue rounded rectangle that has a thick black border.

## **Editorial Address**

Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470

Phone/Fax (021) 5655508-9 Ext.0326

Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)

URL <https://www.ecojoin.org/index.php/EJE/index>



# Jurnal Manajemen

P ISSN 1410 - 3583

E ISSN 2549 - 8797

## EDITORIAL TEAM

### Chief Editor

Nuryasman MN, [[SCOPUS ID: 57196198447](#)]  
Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

### Editorial Board

Afzal Sayed Munna, [[SCOPUS ID: 57219947472](#)]  
University of Wales Trinity Saint David, Carmarthen, United Kingdom

Agus Zainul Arifin, [[SCOPUS ID: 57188962176](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Hetty Karunia Tunjungsari, [[SCOPUS ID: 57245841000](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Ignatius Rony Setyawan, [[SCOPUS ID: 57034027500](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Ishak Ramli, [[SCOPUS ID: 55695959000](#)]  
Universiti Teknologi MARA, Perak Branch, Seri Iskandar, Malaysia

Rodhiah Rodhiah, [[SCOPUS ID: 57325840500](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

### Reviewer Team

Aldrin Herwany, [[SCOPUS ID: 36815920800](#)]  
Universitas Padjadjaran, Bandung, Indonesia

Anton Wachidin Widjaja, [[SCOPUS: 57203190014](#)]  
Fakultas Bisnis, President University

Ari Riswanto, [[SCOPUS ID: 57200986543](#)]  
Sekolah Tinggi Keguruan dan Ilmu Pendidikan PGRI, Sukabumi, Indonesia

Avinash Pawar, [[SCOPUS: 57211460055](#)]  
University of Pune, India

Azhar Affandi, [[SCOPUS: 57189332798](#)]  
Universitas Pasundan, Bandung, Indonesia

Bram Hadiano, [[SCOPUS ID: 57208708873](#)]  
Universitas Kristen Maranatha, Bandung, Indonesia

Christina Whidya Utami, [[SCOPUS ID: 57194214848](#)]  
Universitas Ciputra, Surabaya, Indonesia

Dian Indiyati, [[SCOPUS ID: 57188970429](#)]  
Universitas Jenderal Achmad Yani, Cimahi, Indonesia

### Editorial Address

Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470

Phone/Fax (021) 5655508-9 Ext.0326

Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)

URL <https://www.ecojoin.org/index.php/EJE/index>



# Jurnal Manajemen

P ISSN 1410 - 3583

E ISSN 2549 - 8797

- Dihin Septyanto, [SCOPUS ID: 57192814727]  
Universitas Esa Unggul, DKI Jakarta, Indonesia
- Eka Maya Sari Siswi Ciptaningsih, [SCOPUS ID: 57214992749]  
Universitas Bina Nusantara, DKI Jakarta, Indonesia
- Farah Margaretha Leon, [SCOPUS ID: 58089576400]  
Universitas Trisakti, Jakarta, Indonesia
- Haedar Akib, [SCOPUS ID: 57201949508]  
Universitas Negeri Makasar, Makasar, Indonesia
- Hariyaty Ab Wahid, [SCOPUS ID: 56453481709]  
Universiti Pendidikan Sultan Idris, Tanjong Malim, Malaysia
- Heri Pratikto, [SCOPUS ID: 57221097670]  
Universitas Negeri Malang, Malang, Indonesia
- Ida Bagus Raka Suardana, [SCOPUS ID: 57215091344]  
Universitas Pendidikan Nasional, Denpasar, Indonesia
- Lerbin R. Aritonang, [SCOPUS ID: 56313617200]  
Universitas Tarumanagara, DKI Jakarta, Indonesia
- Muhammad Irfan Nasution, [SCOPUS ID: 57204822076]  
Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia
- Muhammad Rasyid Abdillah, [SCOPUS ID: 57193889357]  
Da-Yeh University, Da Cun Taiwan
- Nandan Lima Krisna, [SCOPUS ID: 57190416082]  
Universitas Persada Indonesia YAI, DKI Jakarta, Indonesia
- Perdana Wahyu Santosa, [SCOPUS ID: 54685033300]  
Universitas Yarsi, DKI Jakarta, Indonesia
- Rais Dera Pua Rawi, [SCOPUS ID: 57203357576]  
Universitas Muhammdiyah, Sorong, Indonesia
- Rudy Aryanto, [SCOPUS ID: 36781766900]  
Universitas Bina Nusantara, DKI Jakarta
- Sarwani, [SCOPUS ID: 57194409899]  
Universitas Pamulang, Tangerang, Indonesia
- Sidik Priadana, [SCOPUS ID: 57189323821]  
Universitas Pasundan, Bandung, Indonesia
- Sri Hasnawati, [SCOPUS ID: 57217873119]  
Univeritas Lampung, Lampung, Indonesia
- Sudarmiatin, [SCOPUS ID: 57198446744]  
Universitas Negeri Malang, Malang, Indonesia
- Suherman, [SCOPUS ID: 36895453500]  
Universitas Negeri Jakarta, DKI Jakarta, Indonesia

## **Editorial Address**

**Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470**

**Phone/Fax (021) 5655508-9 Ext.0326**

**Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)**

**URL <https://www.ecojoin.org/index.php/EJE/index>**



9 772549 879027

# Jurnal Manajemen

P ISSN 1410 - 3583

E ISSN 2549 - 8797

Tatang Ary Gumanti, [SCOPUS ID: 56974418900]  
Universitas Bhayangkara Jakarta Raya, DKI Jakarta, Indonesia  
Tita Deitiana, [SCOPUS ID: 57329867700]  
Sekolah Tinggi Ilmu Ekonomi Trisakti, Jakarta, Indonesia  
Wahyu Trinarningsih, [SCOPUS ID: 57191037838]  
Universitas Sebelas Maret, Surakarta, Indonesia  
Wilson Bangun, [SCOPUS ID: 57192419311]  
Universitas Maranatha, Bandung, Indonesia  
Yuliani, [SCOPUS ID: 57188933077]  
Universitas Sriwijaya, Palembang, Indonesia

#### **Editorial Staff**

Michael Sinaga,  
Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

#### **Editorial Address**

Jurnal Manajemen's Secretariate Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara  
Jln. Tanjung Duren Utara No. 1, Grogol, Jakarta Barat, DKI Jakarta, Indonesia, 11470

Phone/Fax (021) 5655508-9 Ext.0326

Email [submisipaper@fe.untar.ac.id](mailto:submisipaper@fe.untar.ac.id)

URL <https://www.ecojoin.org/index.php/EJE/index>



# JURNAL MANAJEMEN

VOLUME 29/3/October/2025

P-ISSN 1410-3583

E-ISSN 2549-8797

---

Published three times a year in February, June and October. Contains writings adopted from the results of research and analytical studies in the field of Management Science.

## Editor in Chief

### Chief Editor

Nuryasman MN, [[SCOPUS ID: 57196198447](#)]  
Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

### Editorial Board

Afzal Sayed Munna, [[SCOPUS ID: 57219947472](#)]  
University of Wales Trinity Saint David, Carmarthen, United Kingdom

Agus Zainul Arifin, [[SCOPUS ID: 57188962176](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Hetty Karunia Tunjungsari, [[SCOPUS ID: 57245841000](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Ignatius Rony Setyawan, [[SCOPUS ID: 57034027500](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Ishak Ramli, [[SCOPUS ID: 55695959000](#)]  
Universiti Teknologi MARA, Perak Branch, Seri Iskandar, Malaysia

Rodhiah Rodhiah, [[SCOPUS ID: 57325840500](#)]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

### Reviewer Team

Aldrin Herwany, [[SCOPUS ID: 36815920800](#)]  
Universitas Padjadjaran, Bandung, Indonesia

Anton Wachidin Widjaja, [[SCOPUS: 57203190014](#)]  
Fakultas Bisnis, President University

Ari Riswanto, [[SCOPUS ID: 57200986543](#)]  
Sekolah Tinggi Keguruan dan Ilmu Pendidikan PGRI, Sukabumi, Indonesia

Avinash Pawar, [SCOPUS: 57211460055]  
University of Pune, India

Azhar Affandi, [SCOPUS: 57189332798]  
Universitas Pasundan, Bandung, Indonesia

Bram Hadianto, [SCOPUS ID :57208708873]  
Universitas Kristen Maranatha, Bandung, Indonesia

Christina Whidya Utami, [SCOPUS ID: 57194214848]  
Universitas Ciputra, Surabaya, Indonesia

Dian Indiyati, [SCOPUS ID: 57188970429]  
Universitas Jenderal Achmad Yani, Cimahi, Indonesia

Dihin Septyanto, [SCOPUS ID: 57192814727]  
Universitas Esa Unggul, DKI Jakarta, Indonesia

Eka Maya Sari Siswi Ciptaningsih, [SCOPUS ID: 57214992749]  
Universitas Bina Nusantara, DKI Jakarta, Indonesia

Farah Margaretha Leon, [SCOPUS ID: 55089576400]  
Universitas Trisakti, Jakarta, Indonesia

Haedar Akib, [SCOPUS ID: 57201949508]  
Universitas Negeri Makasar, Makasar, Indonesia

Hariyaty Ab Wahid, [SCOPUS ID: 56453451700]  
Universiti Pendidikan Sultan Idris, Tanjung Malim, Malaysia

Heri Pratikto, [SCOPUS ID: 57221097670]  
Universitas Negeri Malang, Malang, Indonesia

Ida Bagus Raka Suardana, [SCOPUS ID: 57215091344]  
Universitas Pendidikan Nasional, Denpasar, Indonesia

Lerbin R. Aritonang, [SCOPUS ID: 56313617200]  
Universitas Tarumanagara, DKI Jakarta, Indonesia

Muhammad Irfan Nasution, [SCOPUS ID: 57204822076]  
Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia

Muhammad Rasyid Abdillah, [SCOPUS ID: 57193889357]  
Da-Yeh University, Da Cun Taiwan

Nandan Lima Krisna, [SCOPUS ID: 57190416082]  
Universitas Persada Indonesia YAI, DKI Jakarta, Indonesia

Perdana Wahyu Santosa, [SCOPUS ID: 54685033300]  
Universitas Yarsi, DKI Jakarta, Indonesia

Rais Dera Pua Rawi, [SCOPUS ID: 57203357576]  
Universitas Muhammdiyah, Sorong, Indonesia

Rudy Aryanto, [SCOPUS ID: 36781766900]  
Universitas Bina Nusantara, DKI Jakarta

Sarwani, [SCOPUS ID: 57194409899]  
Universitas Pamulang, Tangerang, Indonesia

Sidik Priadana, [SCOPUS ID: 57189323821]  
Universitas Pasundan, Bandung, Indonesia

Sri Hasnawati, [SCOPUS ID: 57217873119]  
Univeritas Lampung, Lampung, Indonesia

Sudarmiatin, [SCOPUS ID: 57198446744]  
Universitas Negeri Malang, Malang, Indonesia

Suherman, [SCOPUS ID: 36895453500]  
Universitas Negeri Jakarta, DKI Jakarta, Indonesia

Tatang Ary Gumanti, [SCOPUS ID: 56974418900]  
Universitas Bhayangkara Jakarta Raya, DKI Jakarta, Indonesia

Tita Deitiana, [SCOPUS ID: 57329867700]  
Sekolah Tinggi Ilmu Ekonomi Trisakti, Jakarta, Indonesia

Wahyu Trinarningsih, [SCOPUS ID: 57191037838]  
Universitas Sebelas Maret, Surakarta, Indonesia

Wilson Bangun, [SCOPUS ID: 57192419311]  
Universitas Maranatha, Bandung, Indonesia

Yuliani, [SCOPUS ID: 57188932077]  
Universitas Sriwijaya, Palembang, Indonesia

#### **Editorial Staff**

Michael Sinaga,  
Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jakarta, Indonesia

#### **Address of Editor and Administration:**

Jurnal Manajemen's Secretariat; Faculty of Economics and Business, Tarumanagara University  
Jakarta, Campus II Building B, 3rd Floor, Jln. Tanjung Duren Utara No. 1 West Jakarta 11470  
Telephone (021) 5655508-10-14-15 Ext 0326 and Fax. (021)5655521.

Email: [submisipapaer@fe.untar.ac.id](mailto:submisipapaer@fe.untar.ac.id)

URL : <https://www.ecojoin.org/index.php/EJM/>

---

Jurnal Manajemen was published in Juli 1997 by the Faculty of Economics and Business,  
Tarumanagara University, Jakarta.

---

Jurnal Manajemen has been **Sinta 2** based on the Decree of the Director General of  
Strengthening Research and Development at the Ministry of Research, Technology and Higher  
Education No: 230/E/KPT/2022, March, 12, 2023



9 772549 879027

**DAFTAR ISI**  
**JURNAL MANAJEMEN**

**P-ISSN: 1410 – 3583; E-ISSN: 2549 – 8797**

**VOLUME 29, NUMBER 3 (October) 2025**

**Page 441 - 649**

---

**Digital Tourism Promotion: Social Media, E-WOM, and Celebrity Endorsement in Jakarta**

*Catur Widayati, Fadhila Dhia Malihah, Hasliza Abdul Halim*

441 - 461

**FOMO's Impact on Impulsivity: The Mediating Role of Flash Sale Promotional Strategies**

*Erick Karunia, Muh. Irfandy Azis, Faerozh Madli, Mohd Noor Hidayat Jimainal, Ang Hong Loong*

462 - 482

**Identification of Impulse Buying Behaviour among Shopee Users in Sumatra Island**

*Irfan Alfandi, Rina Suthia Hayu*

483 - 502

**Workload on Service Performance Through Work Life Balance and Work Capability**

*Saldin Paputungan, Lucky O. H. Dotulong, Rita N. Taroreh, Genita G. Lumintang*

503 - 524

**Maximizing Online Loyalty: The Mediating Effects of Satisfaction and Trust**

*Tommy Setiawan Ruslim*

525 - 545

**Emotional Intelligence and Spiritual Intelligence on Performance Through Employee Job Satisfaction**

*Agustinus Numberi, Yasir Attamimi, Tantri Widiastuti*

546 - 566

**The Effectiveness of Training and Work Discipline on Individual Quality and Performance**

*Affandy Agusman Aris, Lukman. S, Moh. Akhtar Setia Ramadhan Eka Diningrat, Widyawati, Muhammad Rais Rahmat Razak*

567 - 588

**The Role of External Factors on Actual Technology Use of Omni Channel Applications**

*Bambang Eko Samiono, Anggun Pratiwi, Sunarmo, Rahmat Alam*

589 - 611

**Enhancing Lecturer Quality through HRD Strategies and Support**

*Idris Yanto Niode, Rezkiawan Tantawi, Sri Yeyen Gani*

612 - 630

**Employee Retention at PT Pos Indonesia: Job Satisfaction as a Mediator**

*Deasy Aseanty, Muhammad Reza Madi, Andreas Wahyu Gunawan*

631 - 649



9 772549 879027

# Maximizing Online Loyalty: The Mediating Effects of Satisfaction and Trust

Tommy Setiawan Ruslim<sup>1\*</sup>

<sup>1</sup>*Faculty of Economics and Business, Universitas Tarumanagara, Jakarta, Indonesia*

**Email Address:**

*tommyr@fe.untar.ac.id\**

\*Corresponding Author

*Submitted 19-12-2024    Reviewed 24-04-2025    Revised 26-04-2025    Accepted 28-04-2025    Published 24-10-2025*

**Abstract:** The significance of customer loyalty in the banking industry has gained more importance, particularly due to the recent technological advancements. With the growing number of emerging digital banking services, customers demand banks to develop mobile banking apps with superior online features and qualities. This study aims to investigate how utilitarian and hedonic qualities impact online loyalty through the mediating roles of online satisfaction and online trust in digital banking services. The study collected responses from 251 digital banking service customers living in Jakarta. The results indicate that hedonic qualities significantly enhance online satisfaction, online trust, and online loyalty. Utilitarian qualities are confirmed to enhance online satisfaction and online trust directly. However, utilitarian qualities are not found to be directly linked to online loyalty. Furthermore, this research concludes that both online satisfaction and online trust mediate the relationships between utilitarian and hedonic qualities and online loyalty.

**Keywords:** Utilitarian Quality; Hedonic Quality; Online Satisfaction; Online Trust; Online Loyalty.

**Absrak:** Kesetiaan pelanggan dalam industri perbankan menjadi semakin penting, khususnya seiring dengan perkembangan teknologi terbaru. Dengan bertambahnya layanan perbankan digital yang bermunculan, pelanggan menuntut bank untuk mengembangkan aplikasi mobile banking dengan fitur dan kualitas online yang unggul. Penelitian ini bertujuan untuk mempelajari bagaimana hedonic quality dan utilitarian quality memengaruhi online loyalty dengan dimediasi oleh online satisfaction dan online trust dalam layanan perbankan digital. Penelitian ini memperoleh tanggapan dari 251 pelanggan digital banking yang tinggal di Jakarta. Hasil penelitian menunjukkan bahwa hedonic quality meningkatkan online satisfaction, online trust, dan online loyalty secara signifikan. Utilitarian quality mampu meningkatkan online satisfaction dan online trust secara langsung. Utilitarian quality tidak memiliki hubungan langsung dengan online loyalty. Penelitian ini juga menyimpulkan bahwa baik online satisfaction maupun online trust memediasi hubungan antara utilitarian quality dan hedonic quality dengan online loyalty.

**Kata Kunci:** Kualitas Utilitarian; Kualitas Hedonis; Kepuasan Online; Kepercayaan Online; Loyalitas Online.

## INTRODUCTION

As technology rapidly advances throughout the century, the service sector is experiencing rapid growth compared to other industries. The growth of the service industry in Indonesia has been characterized by the emergence of numerous services across various sectors leveraging digital technology to enhance productivity (Saputra, 2023). One area particularly impacted is banking services, notably due to the development of mobile banking. The number of digital banking customers in Indonesia, e.g, internet banking, mobile banking, had surged by 300 per cent from 2016 to 2021 (Ariesta, 2021). Furthermore, the value of digital banking transactions in Indonesia has increased significantly to around IDR 5.335 trillion by 2024 (Simamora, 2024).

As the number of customers using digital banking services grows, the risk increases that customers will find it easier to choose between different banks due to the abundance of options. Digital banking services provide different transaction features via its website, while some banks also offer transaction services through smartphone applications, commonly known as mobile banking. Mobile banking provides customers with the convenience of checking account balances, paying bills, and transferring funds using a single device, anytime and anywhere, eliminating the need to visit a bank teller or an (Automated Teller Machine) ATM (Souiden et al., 2021). Customers may use multiple mobile banking apps at the same time, depending on their needs for having multiple accounts in different banks.

Due to multiple banks offering a wide range of financial products and services to the customers, the banking industry is regarded as a highly competitive market (Kim et al., 2024). For example, this trend is evident with the mobile banking services in Indonesia. Large banks in Indonesia provide mobile banking services readily available to use by the customers through mobile apps with multiple features (Jatmiko, 2022). The mobile apps have multiple online banking features, such as online transfer, mobile payment, Quick Response Code Indonesian Standard (QRIS) payment, and many more. Four of the largest banks in Indonesia recorded a vast number of mobile banking users in Indonesia with a total of 97.220 million mobile banking users in September 2023 (Laras, 2023).

The competition within the banking industry has also grown more intense with the onset of the COVID-19 pandemic, leading to an increased adoption of mobile banking among customers. Due to the worldwide COVID-19 pandemic, customers have switched to online banking to conducting their daily banking transactions. The change in the lifestyle enforced by the strict social and physical restrictions have also fostered a more positive attitude towards both internet and mobile banking services (Baicu et al., 2020). The growing number of mobile banking users due to the COVID-19 pandemic is also evident worldwide. By 2021, World Bank Group recorded that 76 per cent of adults worldwide held an account with a bank, another financial institution, or a mobile money provider, marking a substantial increase from 68 per cent in 2017 and 51 per cent in 2011 (World Bank Group, 2022). These shifts were driven by mobility restrictions and the necessity for contactless financial interactions, Banks must adapt to the changing lifestyle and demand of the customers to survive in the post-pandemic competition in the banking industry.

The quality of online services can be divided into two types: utilitarian and hedonic quality (Garespasha, et al., 2020). The smoother the service provided by a service provider, the higher the likelihood that customers will continue using it over the long term, which can lead to the emergence of loyalty behavior. This is an example of utilitarian quality. Customers are likely to maintain their use of online services if they meet their expectations in terms of usability and function (goal-oriented tasks) (Garespasha et al., 2020). If a service provider can meet customer expectations, they are more likely to retain their usage of the service.

Previous research conducted by Doghan & Albarq (2022) suggested that online satisfaction mediates the impact of both utilitarian and hedonic qualities on online loyalty. Furthermore, Rezaldi et al. (2022) found that online trust also mediates the impact of utilitarian and hedonic qualities on online loyalty. This finding is also supported by Tamindael & Ruslim (2021).

The research problem is the challenge of maintaining customer loyalty in the increasingly competitive digital banking landscape in Indonesia, especially with the rapid adoption of mobile banking services. As more banks offer similar digital features and



customers gain easier access to multiple banking apps, their loyalty becomes more fragile. Empirical evidence shows a significant rise in mobile banking users, especially during and after the COVID-19 pandemic, which has further intensified competition among banks (World Bank Group, 2022; Laras, 2023). Previous studies Doghnan & Albarq (2022); Rezaldi et al. (2022); Tamindael & Ruslim (2021) emphasize that online satisfaction and trust are critical mediators between service quality and customer loyalty. This suggests that to sustain customer loyalty, banks must not only offer functional (utilitarian) and enjoyable (hedonic) mobile banking experiences but also ensure these experiences build trust and satisfaction among users.

This research aims to provide both theoretical and practical contributions. The theoretical benefit of this research is to examine the impact of utilitarian quality, hedonic quality, online trust, and online satisfaction on online loyalty, as well as the extent of their influence. The practical benefit is that this study can serve as a reference for companies in the banking sector, particularly in marketing strategies aimed at maintaining and enhancing customer loyalty through mobile banking applications. It is hoped that the findings will help improve the company's performance, fostering long-term relationships with customers and ensuring sustainability in the banking industry amid the modernization of service offerings.

The research model proposed is a novel model that study the impacts of utilitarian and hedonic qualities on online satisfaction, online trust, and online loyalty of digital banking users. This research also tests the mediating roles of both online satisfaction and online trust (**Figure 1**). The purpose of this study is to confirm and determine how and whether the utilitarian and hedonic qualities influence the online loyalty through online satisfaction and online trust among the customers of mobile banking services in Jakarta.

The novelty of this research is its comprehensive examination of how utilitarian and hedonic qualities influence online loyalty through the mediating roles of online satisfaction and online trust of mobile banking users in Jakarta. While previous studies have examined the impact of utilitarian or hedonic quality on loyalty and satisfaction, this research integrates both dimensions of service quality into a single framework and examines their influences on customer loyalty. Furthermore, this research extends prior studies by testing a dual-mediation model, by analyzing both direct and indirect influences of satisfaction and trust as mediators.

## **THEORETICAL REVIEW**

The Marketing Dynamic Relationship Theory, also known as the Theory of Dynamic Relationship, posits that relationships, like products, go through a life cycle. Over time, the relationship between a business and its customers evolves and progresses through different stages, highlighting the dynamic nature of these interactions (Garepasha et al., 2020). The Theory of Reasoned Action, developed by Gundala et al. (2022), explains how consumers develop specific buying behavior patterns. The Expectation-Confirmation Theory suggests that a consumer's intention to use a product is significantly influenced by their prior experience and expectation of the product or service (Mehrabioun, 2024).

This research questions are answered based on the three theories above. The Marketing Dynamic Relationship Theory highlights the evolving nature of customer relationships, emphasizing that loyalty must be continuously nurtured through consistent and quality service experiences (Garepasha et al., 2020). The Theory of Reasoned Action explains that customer loyalty behavior is driven by their attitude and intention, which are



shaped by their evaluations of utilitarian and hedonic qualities in mobile banking services (Gundala et al., 2022). Furthermore, the Expectation-Confirmation Theory emphasizes the role of customer satisfaction and trust, proposing that continuous usage and loyalty are influenced by how well a service meets or exceeds customer expectations based on prior experiences (Mehraboun, 2024). These theories provide a strong conceptual foundation for investigating how mobile banking users' loyalty in Jakarta is shaped through satisfaction and trust, which are influenced by both the functional and emotional aspects of service quality.

Shariffudin et al. (2023) defined online loyalty, also known as e-loyalty, as consumers' tendency to make repeat purchases from the same website or recommend it to others, whether they purchase the same or different product. According to Al-Adwan et al. (2020), online loyalty is a commitment that leads customers to stick with the same brand, regardless of advertising campaigns or situational factors that might encourage them to switch to a different brand, which is considered very important by online sellers. Angelovska, (2023) described online loyalty as a behavioral loyalty that leads to repeated purchases within the context of e-commerce. In summary, loyalty is characterized by a commitment to continually use products or services, reflecting a profitable attitude through repeated usage in the future.

According to Kelly (2024), utilitarian quality emphasizes the practical benefits and operational features of a product or service. Utilitarian quality focuses on its utility, efficiency, and effectiveness in addressing specific needs or overcoming challenges for the user. Kim et al. (2023) Further defined utilitarian quality as a dimension of consumption value, focusing on efficiency, task completion, and the economic factors of products and services. This research defines utilitarian quality as the effectiveness of a product or service in fulfilling its intended purpose and delivering functional benefits that satisfy customer needs.

Kelly (2024) defined hedonic quality as the personal enjoyment, pleasure, and emotional satisfaction individuals gain from a product, service, or experience. It highlights the sensory and emotional aspects of consumption rather than focusing solely on practical benefits. According to Garespasha et al. (2020), hedonic quality is a characteristic that emphasizes the entertainment value of information systems while promoting their continued use. Kim et al. (2023) further refined the definition of hedonic quality as to the pleasure, positive emotions, and enjoyment that consumers gain from their experience of using products or services. This research defines hedonic quality refers to the sensory enjoyment and entertainment value derived from using or consuming a product or service, which enhances the overall experience and encourages continued engagement.

Kotler & Armstrong (2021) defined satisfaction as post-purchase evaluation of a customer's product or service while considering expectations. When service performance falls short of expectations, customers experience disappointment. Conversely, if the service meets expectations, customers feel satisfied, and if it surpasses expectations, they experience a higher level of satisfaction. Tufahati et al. (2021) described customer satisfaction is the reaction of customers to the comparison between a product or service's performance and their expectations, following an evaluation after they have consumed the product or service. Garespasha et al. (2020) defined online satisfaction as the satisfaction gained from purchasing or using products or services through e-commerce. Juwaini et al. (2022) added that online satisfaction can be defined as a user's attitude toward evaluating a website based on their purchasing experience, which ultimately contributes to customer



satisfaction for the company. Based on the existing literature, satisfaction is described as a psychological response that arises from how well the performance of a product or service meets or exceeds customer expectations.

According to Oktaviali et al. (2024), trust encompasses the reliability of the product or service, as well as factors like delivery, payment, and data security. In online transactions, this trust is typically referred to as online trust. Jadil et al. (2022) viewed online trust as a blend of both trusting beliefs and trusting intentions toward companies that offer products or services through e-commerce websites. It is based on the perceived quality of the product, the reliability of the marketplace site, and the trustworthiness of the seller to deliver the product as promised. This research describes trust as the customer's willingness to rely on a company, supported by a high level of confidence in handling risk-related activities.

Previous research conducted by Garespasha et al. (2020) on mobile banking service relationships in East Azerbaijan indicated that utilitarian quality positively affects online satisfaction. Similarly, Ong et al. (2022) found that utilitarian values positively influence satisfaction among Filipino shopping mall goers. Additionally, Akdim et al. (2022) discovered a positive impact of utilitarian factors on customer satisfaction among the users of Instagram and TripAdvisor apps. However, Eksangkul & Nuangjamnong (2022) found that utilitarian value has no significant influence on customer satisfaction.

Zhang et al. (2024) studied the behavior of TikTok Live customers in Indonesia. Their findings revealed that utilitarian attitude positively affects customer trust, both in the products and online platform. Similarly, Garespasha et al. (2020) found that utilitarian quality positively influences online trust in the context of customer-bank relationships in East Azerbaijan. Vayghan et al. (2023) investigated the values that drive customers to drive customers to use mobile banking apps continuously. Their findings suggested that utilitarian values positively impacts online loyalty. Similarly, Ortegón-Cortázar & Royo-Vela (2023) studied shopping malls in Colombia and found that utilitarian values show direct and positive effects on customer loyalty. On the contrary, Achmad et al. (2023) found that utilitarian value does not influence trust.

Previous study conducted by Garespasha et al. (2020) on mobile banking services in East Azerbaijan, revealed that hedonic quality has a positive impact on both online satisfaction and online trust. Similarly, Ong et al. (2022) studied found that hedonic values have positive effects on customer satisfaction. Albayrak et al. (2019) Investigated the quality of online travel agency websites in Turkey and found that hedonic value positively affects online loyalty. Tanlim & Ruslim (2024) also concluded that hedonic value is positively linked to customer loyalty. However, Osei et al. (2024) found that hedonic value does not influence both satisfaction and loyalty.

Wina & Masman (2019) researched the use of electronic money cards among students at the Faculty of Economics, Tarumanagara University. Their study concluded that customer satisfaction positively influences customer loyalty. Garespasha et al. (2020) studied the relationship between online banking services and 651 online bank customers in East Azerbaijan, finding that both online satisfaction and online trust positively affect online loyalty. Santoso & Ruslim (2024) also confirmed that customer satisfaction positively influences online loyalty among the customers of BCA mobile users.

Kaabachi et al. (2019) investigated the quality of e-banking websites in France and discovered that online trust also has a positive impact on online loyalty. In a study conducted in the pharmaceutical market of Kazakhstan, Orazgaliyeva et al. (2024) found trust to be a crucial driver of loyalty. Similarly, Thaker et al. (2019) also concluded that Malaysian



customers find that trust is positively linked to their loyalty towards the mobile banking services. On the contrary, Nasution et al. (2022) found that trust is not significantly linked to loyalty.

Rachim & Marliani (2024) demonstrated that customer satisfaction mediates the relationship between utilitarian value and customer loyalty among restaurant customers in Bandung, Indonesia. This finding is supported by Doghan & Albarq (2022) whose research confirmed that customer satisfaction mediates the relationship between both utilitarian and hedonic values with loyalty. Additionally, Ruslim et al. (2023) found that satisfaction mediates the effects of both utilitarian and hedonic values on the loyalty of online travel agent customers in Jakarta. However, Tjiptodjojo (2023) found that satisfaction does not mediate the influence of user experience on loyalty.

Few research has been conducted to investigate the impact of utilitarian and hedonic values on online satisfaction through online trust. Harikusuma et al. (2022) investigated the behavioral actions of McDonald's customers in Indonesia. Their research concluded that both utilitarian and hedonic attitudes positively influence satisfaction through trust. On the contrary, Melmambessy & Tuhumena (2024) found that trust does not mediate the influence of image on loyalty.

The survival of a business greatly depends on its relationship with its customers. Every facet of this relationship plays a significant role in determining the business's future sustainability and success, especially as technology and the internet evolve rapidly in this globalized era. The growth of the internet, particularly after the 1990s, has notably impacted business dynamics. It directly influences and streamlines customer decision-making processes.

One of the most significant impacts of expanding customer choices is online loyalty. Companies need to reassess their strategies for maintaining customer loyalty. When customers feel that the products or services they receive meet their expectations, satisfy their needs, and affirm their decisions, they are more likely to remain committed to the business in the long term, and vice versa.

This highlights the importance for companies to consistently provide quality products or services that ensure customer satisfaction and trust in the online realm. When customers believe a company can resolve their issues and fulfil their needs, their loyalty increases. The higher the level of customer trust, the stronger their commitment to the business.

If a company meets or exceeds customer expectations, customer loyalty will grow. These customers are more likely to return for future purchases. Several factors impact customer satisfaction, with service quality being one of the most critical.

The quality of products or services provided by a company must meet customer needs. These needs can be divided into functional (utilitarian) and emotional (hedonic) aspects. Functional needs include features such as reliability, technology, security, and functionality, while emotional needs are about comfort, happiness, and enjoyment derived from using the company's products or services.

Based on the novel research model in **Figure 1**, the proposed hypotheses of this research are:

**H1:** Utilitarian quality has a positive influence on online satisfaction.

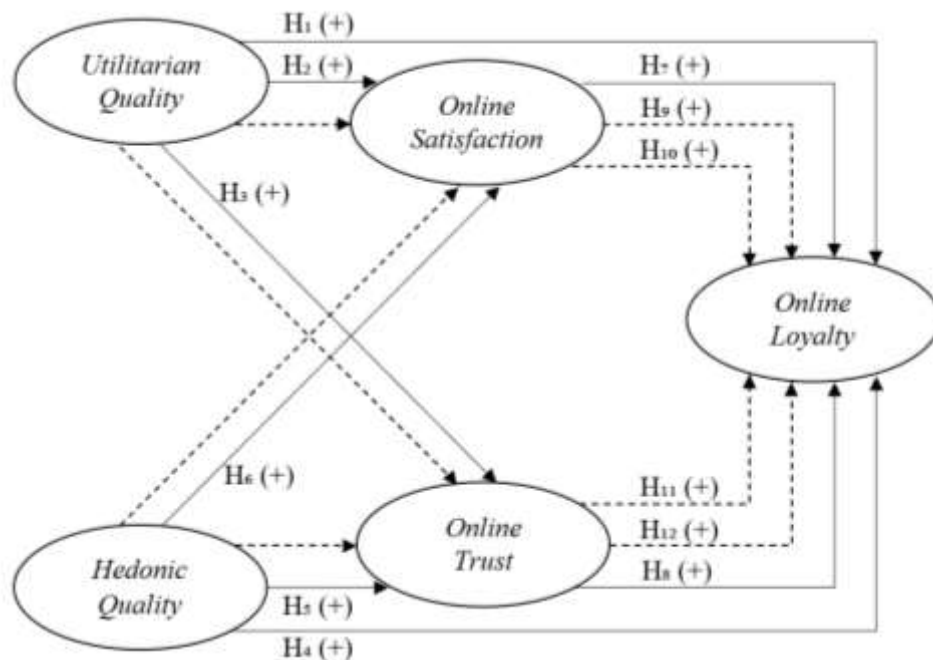
**H2:** Utilitarian quality has a positive influence on online trust.

**H3:** Utilitarian quality has a positive influence on online loyalty.

**H4:** Hedonic quality has a positive influence on online satisfaction.



- H5:** Hedonic quality has a positive influence on online trust.
- H6:** Hedonic quality has a positive influence on online loyalty.
- H7:** Online satisfaction has a positive influence on online loyalty.
- H8:** Online trust has a positive influence on online loyalty.
- H9:** Utilitarian quality has a positive influence on online loyalty through online satisfaction.
- H10:** Hedonic quality has a positive influence on online loyalty through online satisfaction.
- H11:** Utilitarian quality has a positive influence on online loyalty through online trust.
- H12:** Hedonic quality has a positive influence on online loyalty through online trust



**Figure 1.** Research Model

## METHODS

This study collected the responses from the samples by using the online survey based on the convenience sampling technique. The survey was distributed by using Google Form through social media. The research is measured using the ordinal scale by employing the 5 point Likert rating scale to record the responses based on the questions determined in the form of measurement items. The responses' options ranged from 1 (strongly disagree) to 5 (strongly agree). The variables' measurement items are listed in **Table 2**. The survey was distributed from August to October 2024. By the end of October 2024, this research managed to collect 276 responses. The responses of the respondents who were not living in Jakarta and under 17 years old were eliminated.

The reason for the age-based elimination is due to the minimum age of 17 to open a bank account in many banks. Moreover, the respondents who had never used mobile banking services were consequently eliminated in the screening process. After the elimination process, this research managed to compile 251 responses to be further assessed based on the partial least square structural equation modeling (PLS-SEM). This research



utilized the SmartPLS 3.2.2.9 software to conduct further assessment of the data. The demographic characteristics of the sample is further displayed in **Table 1**.

The characteristics of the respondents based on gender are divided into two categories: male and female. Based on the data (**Table 1**), it can be seen that the number of male respondents is 147 people (58.570 per cent) out of a total of 251 respondents. Meanwhile, the number of female respondents is 104 people (41.430 per cent) out of a total of 251 respondents. It can be concluded that the majority of the respondents in this study are male.

The characteristics of the respondents based on age are divided into six categories: 17 to 20 years old, 21 to 30 years old, 31 to 40 years old, 41 to 50 years old, 51 to 60 years old, and above 61 years old. Based on the data below (**Table 1**), it can be seen that the number of respondents in the age range of 17 to 20 years is 67 people (26.690 per cent), while the number of respondents in the age range of 21 to 30 years is 79 people (31.470 per cent). The number of respondents in the age range of 31 to 40 years is 58 people (23.110 per cent), the number of respondents in the age range of 41 to 50 years is 36 people (14.340 per cent), and the number of respondents in the age range of 51 to 60 years is nine people (3.590 per cent). The remaining two respondents (0.800 per cent) are above 61 years old from a total of 251 respondents. From this data, it can be concluded that the majority of respondents in this study are in the 21 to 30 years age range.

**Table 1.** Research’s Demographic Characteristics

Gender	Freq.	Per centage
Male (M)	147	58.570
Female (F)	104	41.430
<b>Age</b>		
From 17 to 20	67	26.690
From 21 to 30	79	31.470
From 31 to 40	58	23.110
From 41 to 50	36	14.340
From 51 to 60	9	3.590
Above 61	2	0.800
<b>Education</b>		
High School/Vocational School	66	26.300
Diploma	17	6.770
Bachelor	114	45.420
Master	48	19.120
Ph.D.	6	2.390
<b>Monthly Expense</b>		
Below 354,000 IDR	2	0.800
From 354,000 to 532,000 IDR	4	1.590
From 532,000 to 1.200 million IDR	12	4.780
From 1.200 million to 6 million IDR	131	52.190
Above 6 million IDR	102	40.640

Sourc: Survey conducted for this research

The characteristics of the respondents based on their highest level of education are divided into five categories: Senior High School/Vocational School/Equivalent, Diploma, Bachelor’s, Master’s, and Doctorate. Based on the data below (**Table 1**), it can be observed that the number of respondents with the highest level of education being Senior High



School/Vocational School/Equivalent is 66 people (26.300 per cent), the number of respondents with a Diploma is 17 people (6.770 per cent), the number of respondents with a Bachelor's degree (S1) is 114 people (45.420 per cent), the number of respondents with a Master's degree (S2) is 48 people (19.120 per cent), and the number of respondents with a Doctorate (Ph.D.) is six people (2.390 per cent) From this data, it can be concluded that the majority of respondents in this study have a Bachelor's degree (S1).

Most of the respondents living in Jakarta are also found to spend around IDR 1.200 million to 6 million per month (52.190 per cent). This research also found a large number of the respondents who spend more than IDR 6 million each month (40.640 per cent). These responses are aligned with the fact that Jakarta is the city with the highest living cost in Indonesia (Ahdiat, 2023).

## RESULTS

Based on the analysis by using the SmartPLS 3.2.2.9 software, this research first conducted the convergent validity, determinant validity, and reliability assessment. The factor loading analysis shows that the loadings of the research variables are higher than 0.700. The average variance extracted (AVE) assessment result also shows that all the values are higher than 0.500. Both results indicate that this research has fulfilled the criteria of good convergent validity (**Table 2**).

This research further tests the discriminant validity of the results by using the cross-loading and HTMT analysis. Based on the two assessments, the research has fulfilled the requirements of discriminant validity. Based on the HTMT analysis result, all of the variables' values are lower than 0.900, which indicates that the discriminant validity criteria have been successfully fulfilled (**Table 3**).

**Table 2.** Convergent Validity and Reliability Assessment Results

Measurement Items	Sources	Factor Loadings	AVE	$\alpha$	CR
<b>UQ = Utilitarian Quality</b>					
Mobile banking platforms provide fast online services.	Adapted from	0.806	0.584	0.762	0.849
I find it easy to use mobile banking services.	Garespash	0.768			
Mobile banking services are always available whenever I need them.	a et al. (2020)	0.733			
Mobile banking services are very safe.		0.748			
<b>HQ = Hedonic Quality</b>					
Mobile banking platforms offer interesting banking services.		0.817	0.629	0.802	0.871
I enjoy the information, offers, and recommendations provided for the customers by this mobile banking platforms.	Adapted from	0.705			
I enjoy using the new features provided by the mobile banking services when I am using the mobile banking app.	Garespash a et al. (2020), Kelly (2024)	0.840			
The design of the mobile banking platforms is interesting (image, font, sound effect, display)		0.804			



<b>OS = Online Satisfaction</b>		0.670	0.875	0.910
I am satisfied by mobile banking services.		0.844		
Mobile banking services meet my expectations.	Adapted from	0.808		
I am satisfied by my decision to use mobile banking services.	Garespash a et al.	0.851		
I am satisfied by the security aspects of mobile banking services.	(2020), Akdim et al. (2022)	0.710		
I am satisfied by the transaction process of mobile banking services.		0.868		
<b>OT = Online Trust</b>		0.641	0.888	0.915
I trust the information provided by the mobile banking services.		0.836		
I trust the promises of the mobile banking services.	Adapted from	0.794		
I trust the online services provided by the banks.	Garespash a et al.	0.754		
I trust that the mobile banking services of the banks will try to solve my banking problems.	(2020), Zhang	0.795		
The mobile banking services will protect my data.	(2024)	0.794		
Overall, the online banking services are responsive in solving my banking problems.		0.829		
<b>OL = Online Loyalty</b>		0.636	0.884	0.913
I will tell the positive aspects of using mobile banking services to other people.		0.725		
I prefer using a particular mobile banking service than other mobile banking services.	Adapted from	0.865		
I intend to use mobile banking services more frequently.	Garespash a et al.	0.795		
I will use mobile banking services whenever I need banking services.	(2020), Abumalloh et al.	0.770		
I will recommend using mobile banking services to other people if they ask me.	(2024)	0.872		
I will give mobile banking platforms positive reviews on social media and online forums.		0.748		

Source: Research data processed with SmartPLS 3.2.2.9 software

This study conducts the reliability assessment based on The Cronbach's Alpha ( $\alpha$ ) and Composite Reliability (CR) (**Table 2**). The results of both Cronbach's Alpha and Composite Reliability are shown to exceed 0.700 fully. These results indicate that the requirements of reliability assessment have been met (Ghozali, 2021).

**Table 3.** Heterotrait-Monotrait Ratio (HTMT) Analysis Result

	HQ	OL	OS	OT	UQ
<b>HQ</b>					
<b>OL</b>	0.786				
<b>OS</b>	0.869	0.778			
<b>OT</b>	0.766	0.716	0.763		
<b>UQ</b>	0.863	0.744	0.887	0.851	

Source: Research data processed with SmartPLS 3.2.2.9 software

This study also examines the value of the coefficient of determination ( $R^2$ ) to test the model. The  $R^2$  values of online satisfaction is 0.624, online trust is 0.550, and online loyalty is 0.556. Based on the results, the variance of online satisfaction, online trust, and online loyalty are indicated to be moderately affected by the exogenous variables.

**Table 4.** Effect Size

Variable	OS	OT	OL
HQ	0.284	0.121	0.063
OL	-	-	-
OS	-	-	0.078
OT	-	-	0.046
UQ	0.259	0.294	0.003

Source: Research data processed with SmartPLS 3.2.2.9 software

This study also further assesses the effect size ( $f^2$ ) between variables (**Table 4**). Based on effect size analysis, utilitarian quality is shown not to affect online loyalty (below 0.020). Both hedonic and utilitarian qualities are shown to have moderate effect on online satisfaction (between 0.150 and 0.350). Hedonic quality is shown to have a negligible effect on online trust (between 0.020 and 0.150), while utilitarian quality is shown to have a moderate effect on online trust (between 0.150 and 0.350). Finally, hedonic quality, online satisfaction, and online trust are indicated to have minor effects on online loyalty (between 0.020 and 0.150) (Hair et al., 2021).

The hypothesis testing results show that from 12 hypothesis proposed in this research, 11 hypotheses are fully supported with t-stats higher than 1.650 and p-value lower than 0.050 (**Table 5**). Utilitarian quality is shown to be positively and directly linked to online satisfaction and online trust (p-value is 0.000; H1 and H2 accepted). However, utilitarian quality is not directly linked to online loyalty (p-value is 0.205; H3 not accepted). Hedonic quality is shown to be positively and directly linked to online satisfaction, online trust, and online loyalty (p-value is 0.000; H4, H5, and H6 accepted). Online satisfaction is also found to be positively and directly linked to online loyalty (p-value is 0.000; H7 accepted). Similarly, online trust is found to be positively and directly linked to online loyalty (p-value is 0.000; H8 accepted).

**Table 5.** Hypothesis Testing Results

Hypothesis	Path Coefficient	t-stats	p-value	Evaluation
H1: UQ → OS	0.423	6.847	0.000	Supported
H2: UQ → OT	0.493	8.621	0.000	Supported
H3: UQ → OL	0.062	0.825	0.205	Not Supported
H4: HQ → OS	0.442	7.556	0.000	Supported
H5: HQ → OT	0.316	5.037	0.000	Supported
H6: HQ → OL	0.261	3.351	0.000	Supported
H7: OS → OL	0.310	4.093	0.000	Supported
H8: OT → OL	0.216	2.893	0.002	Supported
H9: UQ → OS → OL	0.131	3.504	0.000	Supported
H10: HQ → OS → OL	0.137	3.483	0.000	Supported
H11: UQ → OT → OL	0.106	2.625	0.004	Supported
H12: HQ → OT → OL	0.068	2.464	0.007	Supported

Source: Research data processed with SmartPLS 3.2.2.9 software



This research also tests the mediating effects of online satisfaction and online trust. This research finds that online satisfaction is found to mediate the influences of both utilitarian quality and hedonic quality on online loyalty (p-value is 0.000; H9 and H10 accepted). Online trust mediates the impact of utilitarian quality on online loyalty (p-value is 0.004; H11 accepted). Similarly, online trust also mediates the impact of hedonic quality on online loyalty (p-value is 0.007; H12 accepted).

## DISCUSSION

This research aims to understand how utilitarian and hedonic qualities influence online loyalty among digital banking users in Jakarta, with a specific focus on the mediating effects of online satisfaction and online trust. The findings offer insights into how different dimensions of service quality shape customer loyalty among digital banking users. Eleven out of twelve proposed hypotheses are supported, indicating the robustness of the model and its relevance to the behaviour of mobile banking customers in Jakarta. The study demonstrates that both utilitarian and hedonic qualities contribute significantly to the formation of satisfaction and trust, which in turn strongly affect loyalty, highlighting the importance of considering both functional and emotional aspects in service delivery.

Utilitarian quality is found to significantly influence online satisfaction, supporting the idea that customers value practical benefits such as the efficiency, reliability, and usefulness of mobile banking platforms. These features meet users' functional needs, enabling them to perform banking tasks seamlessly and securely. When users experience ease in performing their transactions, whether it is checking balances or paying bills, they are more likely to feel satisfied with the service. This result supports earlier research (Garespasha et al., 2020; Ong et al., 2022) and confirms that functional features—like ease of use, safety, and availability—satisfy customers' core needs. This result also aligns with the foundational logic of the Expectation-Confirmation Theory, which posits that customer satisfaction results from the confirmation of performance relative to expectations. The findings also reinforce previous studies that emphasize utilitarian features as key drivers of satisfaction in digital environments.

Utilitarian quality is also found to have a direct and positive influence on online trust. In the context of digital banking, trust is heavily grounded in customers' perceptions of service reliability and security. When mobile banking services function consistently and without technical issues, users are more likely to perceive them as trustworthy. This supports findings from Zhang et al. (2024) and Garespasha et al. (2020), who emphasized the relationship between functional assurance and customer confidence. This finding also supports the notion that customers' confidence is built upon their rational assessment of a platform's capability to protect their data, ensure secure transactions, and deliver on service promises. As such, functional performance plays a foundational role in shaping the cognitive base for trust development, especially in high-risk, data-sensitive industries like banking.

However, utilitarian quality is not found to have a direct and positive influence on online loyalty in this study. While utilitarian features are essential in establishing trust and satisfaction, they are not sufficient to secure long-term customer loyalty. This finding deviates from prior studies that found direct influence, suggesting that in the Indonesian digital banking context, utilitarian quality acts more as an enabler than a driver of loyalty. Customers may view efficient service as an expected standard rather than a unique



differentiator, making it necessary for banks to exceed expectations in other dimensions to retain users. This finding contrasts with studies like Albayrak et al. (2019) or Ortegón-Cortázar & Royo-Vela (2023), who found that utilitarian value shows direct influence.

In contrast, hedonic quality demonstrates influence on customer satisfaction. Customers who enjoy using the mobile banking app and perceive it as engaging and pleasant are more likely to feel emotionally fulfilled. This enjoyment leads to a deeper level of satisfaction that goes beyond mere task completion. The emotional gratification derived from using an intuitive, aesthetically pleasing, and interactive interface enhances the overall service experience, making users more likely to develop favourable attitudes toward the app. These findings align with studies by Ong et al. (2022) and Kelly (2024), who emphasize the sensory and emotional appeal of service platforms in driving favorable evaluations.

Hedonic quality is found to have direct and positive influence on online trust. While trust was once seen primarily as a product of reliability and security, this study reveals that emotional experiences can also foster confidence. When users consistently enjoy their interactions with a platform, they develop positive emotional associations that strengthen their belief in the platform's credibility. This is particularly important in contexts where multiple service providers offer similar functional benefits. In such cases, hedonic quality becomes a key differentiator that helps build a stronger, more resilient form of customer trust. This result supports the Theory of Dynamic Relationship Garespasha et al. (2020), which posits that trust and loyalty evolve through a series of satisfying interactions.

Furthermore, hedonic quality also shows a direct and significant relationship with online loyalty. This indicates that when customers derive emotional enjoyment from their mobile banking experience, they are more inclined to continue using the service and recommend it to others. Hedonic quality contributes to the formation of affective commitment, which is often more enduring than loyalty built purely on rational evaluations. This finding is consistent with the Theory of Reasoned Action, which suggests that attitudes formed through emotional experiences significantly impact behavioural intentions, including continued usage and brand advocacy. These results reflect findings from Tanlim & Ruslim (2024) and Albayrak et al. (2019), where positive emotions and aesthetic design translated into customer stickiness.

Online satisfaction is found to have a positive effect on online loyalty, which reinforces the role of satisfaction as a central construct in relationship marketing. Customers who perceive that their needs and expectations are consistently met or exceeded by the service are more likely to develop a sense of contentment that translates into long-term commitment. Satisfaction reflects not just the fulfilment of basic service functions, but also the psychological reassurance that the service provider understands and accommodates customer preferences. This aligns with the research conducted by Orazgaliyeva et al. (2024) who found satisfaction as a key antecedent of customer loyalty.

Similarly, online trust significantly contributes to online loyalty, confirming its critical role in digital consumer behaviour. In the absence of face-to-face interactions, trust acts as a substitute for interpersonal assurance, enabling customers to engage confidently with service providers. This is particularly vital in banking, where financial and personal data are involved. Customers who believe that a service provider will act in their best interest, protect their privacy, and resolve issues effectively are more likely to remain loyal, even in the presence of competing alternatives. Trust also reduces perceived risk and increases perceived value, which strengthens the customer's intention to stay. Consistent with



Kaabachi et al. (2019) and Thaker et al. (2019), this study finds that trust reduces uncertainty and builds confidence, prompting repeat behavior and brand advocacy.

This research also found that online satisfaction mediates the relationship between utilitarian quality and online loyalty. The results indicate that utilitarian quality does not directly influence loyalty but does so through satisfaction. This emphasizes the importance of user experience design that not only incorporates functional efficiency but also ensures the customer feels positively about the overall service delivery. Functional performance must lead to a feeling of satisfaction to eventually create loyalty. This pathway explains why many functionally sound services still fail to retain customers. The explanation is because they do not elicit emotional satisfaction. This result aligns with Rachim & Marliani (2024) and Ruslim et al. (2023), affirming the centrality of satisfaction.

Similarly, online trust is also found to mediate the relationship between utilitarian quality and online loyalty. This suggests that while functional aspects can lead customers to trust a platform, this trust is the actual factor that drives their loyalty. For banks, this finding highlights the necessity of not just ensuring functional excellence but also making sure that users interpret this functionality as a signal of reliability and commitment. When this perception is established, it leads to a trust-based loyalty that is more resistant to market fluctuations or aggressive competitor marketing. This result supports the findings of Harikusuma et al. (2022).

Online satisfaction is found to mediate the relationship between hedonic qualities and online loyalty. This result indicates that enjoyment alone is enough to drive loyalty, but when combined with satisfaction, the effect becomes even stronger. It highlights that the emotional richness of the service experience plays a vital role in shaping long-term customer commitment. The experience of enjoyment, fun, or even novelty can form lasting memories and associations with the brand, which continue to influence behaviour over time. This is particularly relevant in an increasingly digitalized world, where services are becoming commoditized, and differentiation must come from experiential innovation. This confirms the findings of Doghan & Albarq (2022) and Ruslim et al. (2023).

Hedonic quality is also found to influence online loyalty through the mediation of online trust. This result underlines that emotional experiences contribute not only to immediate enjoyment but also to deeper relational constructs such as trust. Enjoyment can foster openness and favourable judgment, which makes users more likely to interpret the provider's actions as trustworthy. In practice, this means that banks must not only secure their platforms technically but also craft emotionally rewarding experiences that naturally translate into higher levels of trust and ultimately loyalty. This result supports the findings of Harikusuma et al. (2022).

These mediating effects collectively demonstrate that satisfaction and trust are not just outcomes but essential channels through which quality perceptions influence behaviour. They act as interpretative layers that translate service features into emotional and cognitive judgments, which then shape behavioural intentions. Without these mediators, even high-quality services may fail to retain customers if the emotional and relational components are not adequately addressed. This insight encourages service designers to view satisfaction and trust not just as end goals, but as essential touchpoints in the customer journey.

This study supports the Marketing Dynamic Relationship Theory, which views customer relationships as evolving through stages, influenced by ongoing interactions. Customers begin their relationship based on perceptions of functionality but gradually form emotional and trust-based bonds as they continue to engage with the service. This dynamic



perspective helps explain why utilitarian concerns may drive initial adoption, while long-term loyalty depends on affective and relational constructs such as satisfaction and trust. The data from Jakarta's mobile banking users clearly reflect this lifecycle approach to customer relationship management.

Compared to previous studies conducted in Western contexts, where trust is often built on regulatory assurance and brand heritage, the Indonesian setting appears to place greater emphasis on experience and usability as precursors to trust. In other words, while trust is universally important, how it is built can vary significantly across markets. In Jakarta, emotional resonance and satisfying experiences may weigh more heavily in shaping perceptions of trustworthiness, particularly among younger, tech-savvy users who are more sensitive to user experience and innovation. This highlights the importance of cultural and demographic factors in trust development.

The study also contrasts with some prior findings regarding the direct impact of utilitarian quality on loyalty. While some research has identified a significant direct path, this study shows that such a relationship may be mediated by satisfaction and trust. This discrepancy may be attributed to maturity in the digital ecosystem—as users become more experienced, their expectations shift from basic functionality to emotionally and relationally enriched experiences. In saturated markets like Jakarta, where many banking apps offer similar basic features, loyalty is less about what a service does and more about how it makes users feel and how reliably it delivers on its promises.

This research produces theoretical and practical contributions. This research makes a significant theoretical contribution by being the first to explore the relationships between various factors such as hedonic quality, online satisfaction, trust, and loyalty specifically in the context of digital banking customers in Jakarta, Indonesia. The study highlights the growing importance of understanding customer behavior within the rapidly evolving digital banking landscape. By focusing on an emerging market like Jakarta, the research fills a gap in the existing literature, where most studies have concentrated on developed countries. This opens the door for further exploration into the unique behaviors of digital banking customers in Southeast Asia, particularly in relation to how they interact with mobile banking platforms and perceive the digital banking services offered by financial institution.

One of the key practical recommendations from this study is for banks to innovate and enhance their digital banking features to provide hedonic experiences for users. The research shows that hedonic qualities such as enjoyment, entertainment, and personalization are crucial for improving online satisfaction, trust, and ultimately, customer loyalty. Banks should invest in making their mobile banking platforms not only functional but also enjoyable and engaging. This could involve incorporating gamified elements, intuitive interfaces, and personalized experiences that cater to the individual needs of customers. For instance, providing personalized financial insights or rewards for app usage can enhance customer satisfaction and foster long-term loyalty.

Another critical takeaway from this study is the decisive role of online satisfaction in driving customer loyalty. The findings indicate that online satisfaction has the most potent positive effect on customer loyalty, which suggests that banks should prioritize maintaining and improving customer satisfaction. This can be achieved by continually refining the digital banking experience to ensure it meets customer expectations. Providing responsive customer service, offering hassle-free account management, and improving the overall usability of the platform are all practical ways to increase satisfaction. Additionally, banks



should seek regular feedback from customers to identify areas for improvement and ensure that their digital services remain relevant and efficient.

The findings also highlight that emotional engagement should not be limited to marketing campaigns, but should be embedded within the product design and service delivery itself. Loyalty is built not only through what customers see in advertisements but through every interaction they have with the service. This requires cross-functional collaboration between marketing, design, IT, and customer service teams to create a cohesive and emotionally resonant experience. This internal alignment is crucial for delivering consistent quality across touchpoints, which in turn supports satisfaction, trust, and loyalty.

Moreover, the results encourage financial institutions to rethink how they segment and target their customers. Understanding that utilitarian concerns may more influence some user groups while others are more responsive to hedonic experiences allows banks to tailor their service offerings and communication strategies. Younger digital natives, for example, may place greater emphasis on visual design and interactivity, while older users may value clarity and simplicity. Such insights can help banks design better personas and customer journeys that align with user preferences, thereby enhancing customer retention efforts.

Lastly, this research emphasizes the importance of trust in digital banking, particularly about data protection. Customers who feel that their personal and financial data is secure are more likely to trust and remain loyal to a bank. Therefore, banks should invest in robust cybersecurity measures and ensure their data protection policies are transparent and clearly communicated to customers. Regular updates on how customer data is safeguarded, along with visible security features on the mobile banking platform, can help build trust. Banks should also consider educating their customers on security practices and the measures in place to protect their information. Trust is an essential pillar for customer retention, especially in a digital banking environment where security concerns can significantly impact customer behavior.

## CONCLUSION

The purpose of this study is to discover the aspects that determine customers' loyalty towards digital banking services in Jakarta, Indonesia. This research finds that hedonic qualities positively affect online satisfaction, online trust, and online loyalty. This research also concludes that utilitarian qualities positively affect online satisfaction and online trust. However, this research finds that there is no direct link between utilitarian qualities and online trust. This research further finds that both online satisfaction and online trust positively affect online trust. Banks that can provide superior satisfactory experience and gain higher trust from the customers will benefit from having a higher customers loyalty in using their digital banking services.

This research also finds that both utilitarian and hedonic qualities positively influence online loyalty through the mediating role of online satisfaction. Similarly, utilitarian and hedonic qualities are also found to impact online loyalty through online trust positively. Utilitarian and hedonic qualities are proven to be important in improving customers experience and elevating customers' trust level in the digital banking services, which are consequently important in cementing customers' loyalty towards the digital banking services. Customers will highly appreciate digital banking services that are fast, easy to use,



and readily accessible, but are also able to create a fun experience for the customers while using the online services.

Future research may consider studying more diverse variables, such as perceived risk (Sebayang et al., 2024), perceived value (Farzin & Fattahi, 2023), cyber security, (Hanif & Lallie, 2021), and informativeness (Sharma et al., 2022). This research is also limited to a single city in Indonesia, namely Jakarta. Future studies are encouraged to involve higher number of samples for higher accuracy. Future studies may also explore the customers from different major cities in Indonesia, such as Bandung, Yogyakarta, Semarang, or Surabaya. Future research may also consider conducting a cross-country study to compare the behavior between Indonesian customers and its neighboring countries, such as Malaysia, Singapore, and Thailand.

## REFERENCES

- Abumalloh, R. A., Nilashi, M., Halabi, O., & Ali, R. (2024). Does Metaverse Improve Recommendations Quality And Customer Trust? A User-Centric Evaluation Framework Based On The Cognitive-Affective- Behavioural Theory. *Journal of Innovation & Knowledge*, 9, 100569. <https://doi.org/10.1016/j.jik.2024.100569>.
- Achmad, G. N., Hudayah, S., & Ilmi, Z. (2020). The Influence Of Hedonic Value And Utilitarian Value On Brand Trust And Loyalty. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(3). <https://doi.org/10.29040/ijebar.v4i03.1287>.
- Ahdiat, A. (2023, December 13). *10 Kota dengan Biaya Hidup Tertinggi di Indonesia, Jakarta Teratas*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/12/13/10-kota-dengan-biaya-hidup-tertinggi-di-indonesia-jakarta-teratas>.
- Akdim, K., Casaló, L. V., & Flavián, C. (2022). The Role Of Utilitarian And Hedonic Aspects In The Continuance Intention To Use Social Mobile Apps. *Journal of Retailing and Consumer Services*, 66, 102888. <https://doi.org/10.1016/j.jretconser.2021.102888>.
- Al-Adwan, A. S., Kokash, H., Adwan, A. A., Alhorani, A., & Yaseen, H. (2020). Building Customer Loyalty In Online Shopping: The Role Of Online Trust, Online Satisfaction And Electronic Word Of Mouth. *International Journal of Electronic Marketing and Retailing*, 11(3), 278-306. <http://dx.doi.org/10.1504/IJEMR.2020.108132>.
- Albayrak, T., Karaskal, S., Kocabulut, Ö., & Dursun, A. (2019). Customer Loyalty Towards Travel Agency Websites: The Role Of Trust And Hedonic Value. *Journal of Quality Assurance in Hospitality & Tourism*, 0(0), 1-29. <https://doi.org/10.1080/1528008X.2019.1619497>.
- Angelovska, N. (2023). Studying Customer E-loyalty to Online Intermediary: Case of Group Buying Site. *International Journal of Electronic Commerce Studies*, 14(2), 1-26. <https://doi.org/10.7903/ijecs.2120>.
- Ariesta, A. (2021, October 26). *Transaksi Mobile dan Internet Banking Melonjak 300 Persen di 2021*. IDX Channel. <https://www.idxchannel.com/banking/transaksi-mobile-dan-internet-banking-melonjak-300-persen-di-2021>.
- Baicu, C. G., Gardan, D. A., Petronela, G. G., & Epuran, G. (2020). The Impact of COVID-19 On Consumer Behavior In Retail Banking. Evidence from Romania. *Management*



- & Marketing. *Challenges for the Knowledge Society*, 15(1), 534-556. <https://doi.org/10.2478/mmcks-2020-0031>.
- Doghan, M. A. & Albarq, A. N. (2022). The Effects Of Hedonic And Utilitarian Values On E-Loyalty: Understanding The Mediating Role Of E-Satisfaction. *International Journal of Data and Network Science*, 6(2), 325-334. <https://doi.org/10.5267/j.ijdns.2022.1.005>.
- Eksangkul, N., & Nuangjamnong, C. (2022). The Factors affecting Customer Satisfaction and Repurchase Intention: A Case Study of Bubble Tea in Bangkok, Thailand. *AU-HIU International Multidisciplinary Journal*, 2(2), 8-20. eISSN 2774-0110.
- Farzin, M. & Fattahi, M. (2023). Investigating The Adoption Of Mobile Banking And Mobile Payment Services In Developing Countries. *Reference Module in Social Sciences*. <https://doi.org/10.1016/B978-0-44-313776-1.00022-2>.
- Garepasha, A., Aali, S., Zende, A. B., & Iranzadeh, S. (2020). Dynamics of Online Relationship Marketing: Relationship Quality and Customer Loyalty in Iranian banks. *Revista Brasileira de Gestão de Negócios*, 22(1). <https://doi.org/10.7819/rbgn.v22i1.4043>.
- Garespasha, A., Aali, S., Zende, A. R., & Iranzadeh, S. (2020). Relationship Dynamics In Customer Loyalty To Online Banking Services. *Journal of Islamic Marketing*, 12(4), 1759-0833. <https://doi.org/10.1108/JIMA-09-2019-0183>.
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.2.9 untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro.
- Gundala, R. R., Nawaz, N., M. H. R., Boobalan, K., & Gajenderan, V. K. (2022). Does Gender Moderate The Purchase Intention Of Organic Foods? Theory Of Reasoned Action. *Heliyon*, 8(9), e10478. <https://doi.org/10.1016/j.heliyon.2022.e10478>.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. (3<sup>rd</sup> Ed.). Sage.
- Hanif, Y. & Lallie, H. S. (2021). Security Factors On The Intention To Use Mobile Banking Applications In The UK Older Generation (55+). A Mixed-Method Study Using modified UTAUT and MTAM - With Perceived Cyber Security, Risk, And Trust. *Technology in Society*, 67, 101693. <https://doi.org/10.1016/j.techsoc.2021.101693>.
- Harikusumo, G. D., Furkan, L. M., & Septiani, E. (2022). Pengaruh Hedonic dan Utilitarian Motive Terhadap Brand Trust McDonald's Melalui Brand Satisfaction. *Jurnal Distribusi*, 10(2), 187-200. <https://doi.org/10.29303/distribusi.v10i2.271>.
- Jadil, Y. Rana, N. P. & Dwivedi, Y. K. (2022). Understanding The Drivers Of Online Trust And Intention To Buy On A Website: An Emerging Market Perspective. *International Journal of Information Management Data Insights*, 2(1), 100065. <https://doi.org/10.1016/j.ijime.2022.100065>.
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A., & Purwanto, A. (2022). The Role Of Customer E-Trust, Customer E-Service Quality And Customer E-Satisfaction On Customer E-Loyalty. *International Journal of Data and Network Science*, 6(2), 477-486. <http://dx.doi.org/10.5267/j.ijdns.2021.12.006>.
- Kaabachi, S., Mrad, S. B., & Fiedler, A. (2020). The Moderating Effect Of E-Bank Structure On French Consumers' Trust. *International Journal of Bank Marketing*, 38(2), 0265-2323. <https://doi.org/10.1108/IJBM-04-2019-0119>.



- Kelly, A. E. (2024). The Sustainability And Contribution Of Generation Z Influenced By Hedonic And Utilitarian Values To Use Mobile Money Services For Fee Payment. *Telematics and Informatics Reports*, 14, 100145. <https://doi.org/10.1016/j.teler.2024.100145>.
- Kim, J., Kim, S. S., Jhang, J., Doust, N. A. S., Chan, R. Y. K., & Badu-Baiden, F. (2023). Preference For Utilitarian Or Hedonic Value Options During A Pandemic Crisis: The Moderation Effects Of Childhood Socioeconomic Status And Sensation-Seeking. *International Journal of Hospitality Management*, 10, 103427. <https://doi.org/10.1016/j.ijhm.2023.103427>.
- Kim, L., Jindabot, T., & Yeo, S. F. (2024). Understanding Customer Loyalty In Banking Industry: A Systematic Review And Meta Analysis. *Heliyon*, 10(17), e36619. <https://doi.org/10.1016/j.heliyon.2024.e36619>.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18<sup>th</sup> Edition.). Harlow: Pearson Education Limited.
- Laras, A. (2023, 23 November). *Jumlah Pengguna Mobile Banking Mandiri, BRI, BCA, dan BNI Jumbo, Siapa Teratas?* *Bisnis.com* <https://fina>.
- Mehraboun, M. (2023). A Multi-Theoretical View On Social Media Continuance Intention: Combining Theory Of Planned Behavior, Expectation-Confirmation Model And Consumption Values. *Digital Business*, 100070. <https://doi.org/10.1016/j.digbus.2023.100070>.
- Melmambessy, D., & Tuhumena, R. (2024). The Mediating Role of Satisfaction, Image, and Trust in the Impact of Service Quality on Loyalty: *International Journal of Social Science and Business*, 8(3), 515–530. <https://doi.org/10.23887/ijssb.v8i3.82810>.
- Mohd Thas Thaker, M. A., Amin, M. F., Mohd Thas Thaker, H., & Allah Pitchay, A. B. (2019). What Keeps Islamic Mobile Banking Customers Loyal? *Journal of Islamic Marketing*, 10(2), 525-542. <https://doi.org/10.1108/JIMA-08-2017-0090>.
- Nasution, A., SD, S., Purwati, A., & Panjaitan, H. (2022). The Effect Of Service Quality And Trust On Customer Satisfaction And Loyalty At Pt. Agung Toyota Harapan Raya Pekanbaru. *International Conference On Business Management And Accounting*, 1(1), 96-108. doi:10.35145/icobima.v1i1.2754.
- Nghia, H. T., Olsen, S. O., & Trang, N. T. (2020). Shopping Value, Trust, And Online Shopping Well-Being: A Duality Approach. *Marketing Intelligence & Planning*, 38(5), 545-558. <https://doi.org/10.1108/MIP-08-2019-0411>.
- Oktaviali, M. R., Sidiq, F. M., Azzahra, K. & Romdonny, J. (2024). The Effect Of E-Service Quality and E-Trust On E-Loyalty With E-Satisfaction As The Intervening Variable. *International Journal of Humanities Education And Social Sciences*, 3(6), 3009-3015. <https://doi.org/10.55227/ijhess.v3i6.1047>.
- Ong, A. K. S., Prasetyo, Y. T., Vallespin, B. E., Persada, S. F., & Nadlifatin, R. (2022). Evaluating The Influence Of Service Quality, Hedonic, And Utilitarian Value Onshopper's Behavioral Intentions In Urban Shopping Malls During The COVID-19 Pandemic. *Heliyon*, 8, e12542. <https://doi.org/10.1016/j.heliyon.2022.e12542>.
- Orazgaliyeva, E., Abuzhalitova, A., Sokhatskaya, N., Smykova, M., & Kazybayeva, A. (2024). Trust As A Critical Driver Of Customer Loyalty In The Pharmaceutical Market: A study Of Kazakhstan. *Regional Science Policy & Practice*, 16(9), 100021. <https://doi.org/10.1016/j.rspp.2024.100021>.



- Ortegón-Cortázar, L., & Royo-Vela, M. (2023). The Effects of the Biophilic Atmosphere on Hedonic Value, Utilitarian Value, and Customer Loyalty. *Sustainability*, 15(23), 16435. <https://doi.org/10.3390/su152316435>.
- Osei, F., Owusu, J. D., & Kankam-Kwarteng, C. (2024). The Strategic Effect of Hedonic and Utilitarian Value in Building Brand Trust and Brand Satisfaction. *International Journal of Entrepreneurship, Business and Creative Economy*, 4(2), 66-79. <https://doi.org/10.31098/ijebce.v4i2.2233>.
- Rachim, S. L., & Marliani, L. E. (2024). Pengaruh Hedonic Value dan Utilitarian Value terhadap Customer Loyalty melalui Customer Satisfaction Pelanggan Richeese Factory Kota Bandung. *Jurnal Manajemen dan Sains*, 9(1), 594-605. <http://dx.doi.org/10.33087/jmas.v9i1.1741>.
- Rezaldi, M., Ma'ruf, J. J., & Halimatussakdiah. (2022). Utilitarian And Hedonic Effect On Loyalty Through Trust With Price Consciousness As Moderating Variable In Indonesian E-Marketplaces. *International Journal of Business Management and Economic Review*, 5(2), 236-245. <http://doi.org/10.35409/IJBMER.2022.3383>.
- Santoso, G., & Ruslim, T. S. (2024). Influencing Factors On BCA Mobile Customer Loyalty: Mediating Role Of Customer Satisfaction. *Jurnal Ekonomi*, 29(1), 1-20. <https://doi.org/10.24912/je.v29i1.1902>.
- Saputra, B. (2023, November 2). *Service industry growing rapidly amid digital era: Finance Minister*. ANTARA. <https://en.antaranews.com/news/297687/service-industry-growing-rapidly-amid-digital-era-finance-minister>.
- Sebayang, T. E., Hakim, D. B., Bakhtiar, T. & Indrawan, D. (2024). What Drives Mobile Banking Adoption Due To Covid-19 Outbreaks? An Empirical Investigation Of The Younger Generation In Indonesia. *Procedia Computer Science*, 234, 1192 - 1203. <https://doi.org/10.1016/j.procs.2024.03.115>.
- Shariffudin, N. S. M., Azinuddin, M., Yahya, N. E., & Hanafiah, M. H. (2023). Navigating The Tourism Digital Landscape: The Interrelationship Of Online Travel Sites' Affordances, Technology Readiness, Online Purchase Intentions, Trust, And E-Loyalty. *Heliyon*, 9(8), e19135. <https://doi.org/10.1016/j.heliyon.2023.e19135>.
- Sharma, M., Banerjee, S., & Paul, J. (2022). Role Of Social Media On Mobile Banking Adoption Among Consumers. *Technological Forecasting & Social Change*, 180, 121720. <https://doi.org/10.1016/j.techfore.2022.121720>.
- Simamora, N. (2024, February 24). *Digital Banking Transactions in Indonesia Increase 17.19 per cent to IDR 5,335 Trillion*. Kontan. <https://english.kontan.co.id/news/digital-banking-transactions-in-indonesia-increase-1719-to-idr-5335-trillion>.
- Souiden, N., Ladhari, R., & Chaouali, W. (2021). Mobile Banking Adoption: A Systematic Review. *International Journal of Bank Marketing*, 39 (2), 214-241. <https://doi.org/10.1108/IJBM-04-2020-0182>.
- Susanto, E. F. & Pandjaitan, D. R. H. (2023). The Effect of Trust on Customer Loyalty through Customer Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 203-210. <https://doi.org/10.37641/jimkes.v12i1.2404>.
- Tamindael, M. & Ruslim, T. S. (2020). Pengaruh Komunikasi dan Citra Merek terhadap Loyalitas Merek dengan Kepercayaan sebagai Mediasi. *Jurnal Manajerial dan Kewirausahaan*, 3(1), 236-244. <https://doi.org/10.24912/jmk.v3i1.11317>.



- Tanlim, V. & Ruslim, T. S. (2024). Measuring Customers Loyalty Through Satisfaction In E-Commerce: An Empirical Study On Tokopedia. *Jurnal Manajemen*, 28(3), 567-587. <https://doi.org/10.24912/jm.v28i3.1967>.
- Tjiptodjojo, K. I., Kurniawati, K., Setyawan, S., & Nur Saputri, A. (2023). The Effect Of User Experience On Customer Loyalty Mediated By Customer Satisfaction. *Enrichment: Journal of Management*, 12(6), 5296-5302. <https://doi.org/10.35335/enrichment.v12i6.1043>.
- Tufahati, N., Barkah, C. S., Tresna, P. W., & Chan, A. (2021). The Impact of Customer Satisfaction on Repurchase Intention (Surveys on Customer of Bloomythings). *Journal of Business & Applied Management*, 14(2), 177-186. <https://dx.doi.org/10.30813/jbam.v14i2.3098>.
- Vayghan, S., Baloglu, D., & Baloglu, S. (2023). The Impact Of Utilitarian, Social And Hedonic Values On Hotel Booking Mobile App Engagement And Loyalty: A Comparison Of Generational Cohorts. *Journal of Hospitality and Tourism Insights*, 6(5), 1990-2011. <https://doi.org/10.1108/JHTI-06-2022-0229>.
- Wina, & Masman, R. R. (2019). Prediksi Commitment, Trust, Perceived Value Dan Customer Satisfaction Terhadap Customer Loyalty. *Jurnal Manajerial dan Kewirausahaan*, 1(2), 364-373. <https://doi.org/10.24912/jmk.v1i2.5097>.
- World Bank Group (2022, June 29). *COVID-19 Drives Global Surge in use of Digital Payments*. World Bank Group. <https://www.worldbank.org/en/news/press-release/2022/06/29/covid-19-drives-global-surge-in-use-of-digital-payments>.
- Zhang, H., Zheng, S., & Zhu, P. (2024). Why Are Indonesian Consumers Buying On Live Streaming Platforms? Research On Consumer Perceived Value Theory. *Heliyon*, 10, e33518. <https://doi.org/10.1016/j.heliyon.2024.e33518>.
- Zhang, Y. (2024). Impact Of Perceived Privacy And Security In The TAM Model: The Perceived Trust As The Mediated Factors. *International Journal of Information Management Data Insights*, 4, 100270. <https://doi.org/10.1016/j.ijime.2024.100270>.

## ACKNOWLEDGEMENTS

I would like to express my sincerest gratitude to my colleagues and superiors at the Faculty of Economics and Business of Universitas Tarumanagara, whose invaluable support and expertise made the completion of this research possible.

