

The Effect of Promotion and Customer Satisfaction on the Loyalty of E-Wallet Dana Users in Samarinda

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ABSTRACT

The rapid development of technology has changed the way consumers manage finances. Apart from currency, today's consumers prefer to use digital wallets or e-wallets to meet their daily needs. One of the increasingly popular digital wallets (e-wallets) is DANA. E-wallet DANA is one of the e-wallets that is widely used by the people of Indonesia. DANA is one fintech startups for the financial sector. DANA innovates by building wallet technology direct digital integration partner merchant environment like Bukalapak, TixID, BBM and Ramayana. For web services because it is already integrated on the merchant platform, then the user can process payments use DANA simply and without leaving the platform traders/merchants. User's DANA account it will also sync soon automatically at several DANA dealers. The E-Wallet DANA service is a new breakthrough with current technological advances to facilitate transactions in several digital products, designed with maximum security and comfort to provide convenience in every transaction with the various service features provided. The purpose of this study was to determine the effect of promotion and customer satisfaction on user loyalty E-Wallet Dana in Samarinda. This research method is quantitative by taking 109 respondents to be sampled using a likert scale. Based on the analysis results that promotion had no effect on the customer loyalty of E-Wallet users and consumer satisfaction influenced users of E-Wallet Dana.

Keywords: Promotion, Consumer Satisfaction, Loyalty Customer

1. INTRODUCTION

In a company, marketing is the main activity carried out by the company to maintain the survival of the company so that it can develop and obtain the expected profits. The company's marketing activities must also be able to provide a level of satisfaction (Setyaningsih et al., 2024).

Discussing the development of the marketing concept, of course cannot be separated with space board scope of marketing, covering marketing mix, consumer behavior, promotion, marketing communications and many more phenomenon diversity.

Promotion is a way to increase sales of a product or service, usually through advertising or reducing prices. This marketing strategy might increase people's interest and motivate them to want to become repeat customers. Promotion is a marketing strategy that is included in the marketing mix. This strategy helps companies send or deliver their products to consumers so that consumers know and know their products. Therefore, promotion is a basic element of marketing strategy. Promotion is a very

important marketing component because it can increase brand recognition and sales. (Musfar and Se, 2020)

With good promotion, the product can be recognized and consumed by consumers who want to buy. The benefits that consumers get when buying and using these products will create consumer satisfaction so that consumer loyalty will be formed towards these products. (Musfar and Se, 2020).

Advertising or promotion in the world of marketing is a communication activity carried out by a person or company to the wider community. The purpose of this advertising campaign itself is to introduce a brand, product or company to the public and at the same time get them to use or buy the product or service.

At present the marketing concept is not only applied to goods products, but also applied to the financial services sector, namely Fintech. Fintech or Financial Technology is an innovation in digital product financial services. Where this digital product develops with the times. One of the financial technologies or what is often called fintech is E-wallet or commonly called a digital

wallet. Wallet electronic (electronic wallet) which hereinafter referred to as digital wallet is an electronic service store payment instrument data including means of payment using a card and/or cash which can also make payment transactions. E-wallet is an electronic media in the form of a server based and is used as a digital payment tool by first using an internet connection. (Septiadi et al., 2022).

Data from Bank Indonesia shows increase in nominal value of financial transactions electronics in Indonesia amounted to 145.1 trillion rupiah in 2019 increased by 204.9 trillion rupiah in 2020. Trend cashless payments also encourage increased growth in the development of electronic wallets or digital wallets. (Septiantika and Rachmawati, 2023)

One of the increasingly popular digital wallets (e-wallets) is DANA. E-wallet DANA is one of the e-wallets that is widely used by the people of Indonesia. DANA is one fintech startups for the financial sector. DANA innovates by building wallet technology direct digital integration partner merchant environment like Bukalapak, TixID, BBM and Ramayana. For web services because it is already integrated on the merchant platform, then the user can process payments use DANA simply and without leaving the platform traders/merchants. User's DANA account will also sync soon automatically at several DANA dealers.

DANA held a promotion usually three times a week various services, from food purchase service, even pay the bills issue coupons to users who integrate a credit or debit card on the DANA platform.

Consumers so that companies have consumers who are loyal to their products and services Enthusiasts for E-Wallet payments are currently using a non-cash method for transactions in several applications that are increasing, especially in users of the E-wallet DANA application which shows a significant increase as at the end of 2022 by offering several convenience features such as users of the fund application which already installed on a smart phone can make payments to several online shops, outlets, merchants and also purchase several other available digital products

Funds recorded an increase in 2021 to 70 million users compared to 50 million users at the end of 2020, growth in daily transactions from the previous 3 million to 5 million transactions per day in May 2021 when compared to May 2020 the high interest in users can be seen in Qris Payment transactions, sending money e-commerce, credit purchases and e-commerce online payments, an increase in fund users is an indicator of the provider's ability to meet the needs of existing users and add new users. The Fund noted that as of June 2021 as many as 250,000 MSMEs have joined the Business Fund with an increase in transactions reaching 35 percent, (Rahajeng, 2019).

The high interest in using this non-cash payment method seems to make a trend of changing the behavior of some people in transactions, especially in the current

millennial generation, E-Wallet DANA as a choice of transaction method certainly offers various conveniences and advantages over other methods offered, there are changing transactions from the classic offline cash payment method to online is an alternative in its practical, easy, fast and reliable use of funds as a modern financial provider company with a maximum designed level of security and comfort protection.

The Dana application is always developing features and trying to provide convenience, comfort and trust in transactions, building new partners who work together to meet user needs, the presence of E-wallet Dana as a provider of payment methods in various types of transactions, is currently very relevant. along with the bustling interest in transacting via online and it is hoped that it will continue to grow in the future along with the increasing needs of people in Indonesia in general. Building trust in the public to want to use applications such as Dana as if it were already a trend and a lifestyle in some circles, such as in the millennial era, transactions are now inherent in fulfilling some needs.

Therefore, the researcher formulated this research problem as follows: The influence of promotions on the loyalty of E-Wallet Fund users in Samarinda. The influence of consumer satisfaction on the loyalty of E-Wallet Fund users in Samarinda

The purpose of this research is to determine the effect of promotions on customer loyalty in E-Wallet DANA users in Samarinda and to determine the effect of customer satisfaction on user loyalty E-Wallet Funds in Samarinda. The benefits of this research are Theoretically, from this research, it is known that there is a relationship between promotions, consumer satisfaction and loyalty of E-Wallet fund users in Samarinda city. From the results of this study, theoretically it can provide benefits for the academic field and other parties to provide insight and development of science, especially the economics midwife. Empirically, the benefits of this research are empirically the results provide answers or descriptions of several questions from Dana E-wallet users regarding several perceptions while being a Fund application customer. Practically, from this research it is hoped that it will contribute to scientific sources and research sources in the development of science, especially economics and can be used as a reference source for further research that has relevance to the research being carried out

2. FOCUS & SCOPE

This study examines the impact of promotion and customer satisfaction on the loyalty of DANA e-wallet users in Samarinda City. It aims to understand how these factors influence user loyalty within the digital payment context. Using a quantitative approach, data from DANA users in Samarinda are analyzed to explore these relationships.

3. MATERIALS AND METHODS

The following is a description of the theoretical study and research methodology:

3.1 Customer Satisfaction

Customer satisfaction is something that is sought or needed by consumers to satisfy the necessary needs, such as the need for goods or services. The best and high-quality products or services are what customers want, because the better the quality of the product or service, it plays an important role in attracting consumers who are more inclined to believe that they need the company (loyalty).

Kotler and Lane, (2011) define customer satisfaction as the level of one's feelings after comparing perceived performance or results compared to one's expectations. If the performance exceeds expectations, they will be satisfied and vice versa, if the performance does not meet expectations, they will be disappointed.

Consumer satisfaction is a state expressed by consumers when they realize that their needs and desires are fulfilled as expected and well (Arum et al., 2022). Customer loyalty is the strength of the relationship related to consumer attitudes in terms of brands, services, stores or suppliers and repeat purchases (Wardhana, 2024). Customer satisfaction According to Cambridge International Dictionaries a customer is a person who buys goods or a service (a person who buys a good or service). The word satisfaction (satisfaction) comes from the Latin "satis" (meaning good enough, adequate) and "facio" (to do or make). Satisfaction is usually interpreted as "efforts to fulfill something" or "to make something adequate" (Prasetya et al., 2021).

Consumer satisfaction is the consumer's positive feelings towards the product/service during or after using the service or product.

According to Hurriyati (2005) satisfaction is the result of the consumer's assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less.

According to Daryanto and Setyobudi, (2014) customers are buyers who depend on the goods or services used.

3.2 Consumer Loyalty

Customer loyalty is a deep commitment to buying butter to order certain products or services in the future, regardless of the situation and the company's influence

competitor marketing that can lead to changes in customer behavior Loyalty is a multifaceted concept consisting of attitudes and behaviors. Rauyruen and Miller in (Sabira and Sharif, 2023). Loyalty from a behavioral perspective according to Bandopadhyay and Martel (Sabira and Sharif, 2023) occurs when repeat purchases, repeat purchases can foster customer loyalty due to behavior in buying the same product or service again or repeatedly.

Customer loyalty is the key to success not only in the short term, but also to achieve a sustainable competitive advantage. Loyal customers are proof that the company is highly trusted so they will continue to buy products from that company. Trust is born from customer satisfaction when using the product or buying from the company. Customer satisfaction really helps a business grow so that it can survive in the market amid competition.

According to Oliver, (2014) that customer loyalty is a strong form of commitment to make a purchase, re-consume a product or replace it with another product consistently in the future.

According to Sabira and Sharif, (2023) said that customer loyalty is a psychological character that is formed by ongoing satisfaction related to emotional formation with service providers that leads to willingness and consistency of relationships, so that loyalty occurs when a customer feels satisfied with the product or service provided. obtained based on previous experience

Loyalty as a condition where customers have a positive attitude towards the brand, committed to the brand and intend to repurchase in the future. One way to increase customer loyalty can be increased by providing good service with expectations that customers will return to make purchases or conduct business transactions.

Sustainability is related to the emotional connection with the provider service that leads to a relatable and consistent relationship, resulting in loyalty occurs when a customer feels satisfied with a product or service

3.3 E-Wallet DANA

An electronic wallet is a digital wallet that has many uses, including shopping online, paying bills, buying credit, online data packages, cable TV, and investing. Digital wallets can also be used to store money which will later be transferred to a bank account or to withdraw money.

Electronic Wallet (E-Wallet) according to Article 1 point 7 of Bank Indonesia Regulation Number 18/40/PBI/2016 of 2016 which describes the Implementation of Payment Transaction Processing ("PBI/18/2016") is an electronic service for storing payment instrument data in including payment instruments using cards or electronic money, which can also accommodate funds, to make payments (Bank Indonesia, 2016).

Electronic wallets (E-Wallet) can shift the benefits of wallets in general into an application or program and eliminate people's need for various cards in the wallet. E-Wallet also offers various security menus that are not owned by wallets in general. E-Wallet allows users to track billing and shipping information so that transactions will be more effective and secure (Udin and Akhi, 2014).

Several types of electronic wallets are registered and popular in Indonesian society, among other: (Adiani et al., 2024)

1. OVO
OVO is one of the most used e-wallets in Indonesia. The number of OVO e-wallet users decreased in 2019. However, this did not last long, because after one year, OVO managed to climb back to second place in the e-wallet category which is widely used by Indonesians. OVO is not only used for online transactions. OVO e-wallet users can also shop offline or directly in stores, transfer money between banks. With OVO you can also buy packages and credit, pay bills and buy investment funds.
2. DANA
DANA is also one of the most widely used e-wallets in Indonesia. The DANA digital wallet was released in 2018 and has managed to attract a large number of users. DANA is said to be the third most used e-wallet among domestic consumers. DANA is an e-wallet that was born as a result of the collaboration between the EMTEK group and ANT Financial. In addition, DANA can be used for transactions on the Bukalapak online store application.
3. ShopeePay
Shopeepay has also recently become one of the most used e-wallets in Indonesia. The ShopeePay e-wallet was launched by Shopee's parent company, SeaMoney, and has obtained a license from Bank Indonesia since August 2018. ShopeePay users can shop online, including shopping on the Shopee application. Currently, ShopeePay has partnered with offline stores or merchants so that users can access them directly through the Quick Response Indonesia Standard (QRIS) scanning method.
4. Gopay
Gopay e-wallet is a digital wallet that is popular among the public. Gopay can be found in the Gojek application and is now integrated with the Gojek-Tokopedia or GoTo ecosystem. Gopay is used to pay for Gojek services including Go-ride, Gocar, Gofoo, Gosend, Goplay and others. Gopay can also be used for transfers between banks, so you don't need to go to the nearest ATM or bank to transfer money to the person you want to receive.
5. iSaku
iSaku-e-wallet is one of the electronic moneys authorized by Bank Indonesia. The number of iSaku users decreased in 2018 but increased again in 2019. Thus, iSaku proves that there are still many users who trust e-money transactions through iSaku. Not much different from other electronic wallets because iSaku makes it easy to make various payment transactions anywhere and anytime, so you don't have to go to the bank to make a bank transfer or something else. Even if you want to buy from merchants like Indomaret or others, you can do it easily with iSaku. Transferring or sending money is easier, you can pay anywhere, and you can also offer many offers to pay bills.

In the research raised, this supports research on the effect of perceived convenience and service features on interest in using E-Wallet in the DANA application, which was conducted by 214 respondents to users of the DANA E-Wallet application in Surabaya City by Abrilia and Sudarwanto, (2020), explained that the application of funds carries out marketing strategies with the ease of service features provided where this can generate interest in using.

Research conducted by Wang and Li, (2024) Analysis of the selection of DANA payment applications in Surabaya by taking 100 samples of DANA Application users with the results of the research showing that there are three main factors that influence the selection of DANA payment applications including convenience, compatibility, and knowledge

In research conducted by Kalbuana et al., (2022) Perceptions of shopping using the E-Wallet application (a study of DANA E-Wallet users in Indonesia) by taking 120 samples of respondents using the application of funds as a payment method concluded that perceptions of usefulness can influence attitudes individual to the recipient of a technology if the user assesses that the system has benefits and can be profitable.

3.4 Research Methodology

This type of research is to use a quantitative approach and descriptive analysis is carried out to explain and describe the data obtained from the field, the number of samples will be analyzed statistically with several statistical tests to find out how much influence each independent variable and dependent variable has.

In this study using a question questionnaire for each of the variables proposed, then distributed via Google forms to be filled out by respondents. To support this research, a literature study was conducted to obtain the basic theory and previous research journals which were used as references that had relevance to the variables raised.

All data obtained will be analyzed and several quantitative tests will be carried out statistically. From the test results, it is known that there is a relationship between the promotion dependent variable and satisfaction with the loyalty level of e-wallet fund users in Samarinda

4. DISCUSSION

The results showed that promotion did not have a significant effect on loyalty of DANA e-wallet users but customer satisfaction has seignificant and positive effect on loyalty of DANA e-wallet users This indicates that promotional activities play a role in building brand awareness, but may not be enough by themselves retain customers in the long run. On the other hand, the presence DANA e-wallet can facilitate the meeting of expectations and user satisfaction in this case is an important point for creating repurchase and loyalty to the

DANA e-wallet application. These results corroborate with previous studies, that highlight that satisfaction is the key element in developing customer loyalty, especially in the case of fintech. Here we discuss the implications of these findings and how critically service quality and user experience play roles in influencing customer retention.

4.1 Multiple Linear Regression Analysis

Multiple linear regression is a regression model that includes more than one independent variable. Multiple linear regression analysis is used to determine the direction and influence of the independent variables on the dependent variable.

This analysis is used to predict the value of the dependent variable if the value of the independent variable increases or decreases and determines the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. The results of multiple linear regression are presented in the table 1.

Table 1. Multiple Linear Regression Test Results

Table 1 show the results of multiple linear regression

Variabel (Model)	B	t _{Account}	Sig.
(Constant)	0,102	0,602	0,548
Promotion	0,056	1,296	0,198
Satisfaction	0,857	18,098	0,000

F _{account}	= 203,649		
R ²	= 0,793		
F _{sig}	= 0,000	Adjusted	
R ²	= 0,790		

calculations.

$$Y = 0,102 + 0,056X_1 + 0,857X_2 + e$$

1. A constant of 0.102 is positive, this means that the promotion and satisfaction variables increase, so loyalty will increase by 0.102.
2. The promotion variable is 0.056 with a positive value, which means the higher the promotion, the higher the loyalty.
3. The satisfaction variable is 0.857 with a positive value which means the higher the satisfaction, the higher the loyalty.

4.2 Determination Coefficient Test (R²)

The coefficient of determination (R²) measures how far the model's ability to explain the variation in the dependent variable. The results are briefly presented in table 2.

Table 2. Test Results for the Coefficient of Determination (R²)

Variable	F _{count}	F _{table}	Sig value	Information
Promotion and Satisfaction	203,649	3,92	0,000	Ho was rejected

Table 2 shows the coefficient of determination (R²) it is known that the adjusted R² value is 0.790, thus the ability of capital to explain the loyalty variables is 79.0%. This shows that 79.0% is owned by promotion and satisfaction variables and the rest is influenced by other factors of 21.0%

4.3. T test (Partial Regression)

Hypothesis testing is carried out using the t statistical test, where the t statistical test shows how far the influence of the independent variables individually in explaining the dependent variable. The results are briefly in table 3.

Table 3. Test Results t

Variabel	t _{count}	t _{table}	Sig	Information
Promotion	1,296	1,984	0,198	No effect Influential
Satisfaction	18,098	1,984	0,000	Influential

Table 3 show the t test means that individually the independent variables (Promotion and Satisfaction) have an influence on loyalty.

1. It is known that the promotion variable has a t_{count} statistical test value of 1.296 while the t_{table} value is 1.984 and a significance value of 0.198 < 0.05 (α). This means that the promotion variable has no significant effect on loyalty.
2. It is known that the satisfaction variable has a t_{count} statistical test value of 18.098 while the t_{table} value is 1.984 and a significance value of 0.000 < 0.05 (α). This means that the satisfaction variable has a significant effect on loyalty.

4.4. F Test (Simultaneous Regression)

The F statistical test is used to determine the effect of all the independent variables included in the regression model together on the dependent variable. The results of the F test are briefly in table 4.

Table 4. F Test Results (Simultaneous Regression)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,891	0,793	0,790	0,52352

Table 4 show the F test, it is known that the calculated significant value is 0.000, this means that the promotion and satisfaction variables have a joint effect on the

loyalty variable, so the results can be said to be goodness of fit.

Based on the above analysis then the influence of promotions on loyalty is known that the promotion variable has a tcount statistical test value of 1.296 while the ttable value is 1.984 and a significance value of $0.198 > 0.05 (\alpha)$.

This means that the promotion variable has no significant effect on loyalty. Based on the results of this study, it supports previous studies (associated with the journals used) stating that promotion has no significant effect on loyalty and the effect of satisfaction on loyalty is known that the satisfaction variable has a tcount statistical test value of 18.098 while a t table value of 1.984 and a significance value of $0.000 < 0.05 (\alpha)$. This means that the satisfaction variable has a significant effect on loyalty. Based on the results of this study, it supports several previous studies (related to the journal used) which state that satisfaction has a significant effect on loyalty.

5. CONCLUSION

Based on the results of this study which have been described in the previous chapter, the authors can provide the following conclusion is the promotion variable has a significant effect on loyalty, this means that the first hypothesis proposed is proven true. The satisfaction variable has a significant effect on loyalty, this means that the second hypothesis proposed is proven true.

Promotion and consumer satisfaction using the DANA e-wallet are quite influential in increasing consumer loyalty using the DANA e-wallet

The loyalty of DANA e-wallet users can be maintained by increasing promotions in terms of ease and speed of service.

It is advisable for companies to continue to use promotions because promotions can affect the level of customer satisfaction which has an impact on the level of customer loyalty. Companies need promotions that are more attractive and innovative because attractive and innovative promotions will increase the level of consumer trust and satisfaction so that consumers remain loyal to the E-Wallet DANA. For future researchers, they should add variables that affect loyalty other than promotion and satisfaction variables.

6. SUGGESTION

It is advisable for companies to continue to use promotions because promotions can affect the level of customer satisfaction which has an impact on the level of customer loyalty

Companies need promotions that are more attractive and innovative because attractive and innovative promotions will increase the level of consumer trust and satisfaction so that consumers remain loyal to the DANA E-Wallet.

For future researchers, they should add variables that affect loyalty other than promotion and satisfaction variables.

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