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Impact of factors influencing consumer satisfaction towards digital payment apps

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ABSTRACT
In the present study, an integrated model was developed to identify key determinants and examine their impact on customers' satisfaction to adopt or reject a specific digital payment system for payment purposes. A conceptual framework was proposed and empirically validated using data collected through a questionnaire survey. Out of 350 distributed questionnaires, 292 valid responses were retained for analysis. Structural equation modelling (SEM) was employed to assess the robustness of the proposed model and to test the hypothesised relationships. The findings indicate that perceived value, trust, compatibility, and social influence significantly influence consumers' satisfaction to use digital payment system. However, perceived enjoyment was found to have a comparatively weaker effect on adoption intention. Among all determinants, trust emerged as the strongest predictor of satisfaction, followed by compatibility, highlighting their critical role in the context of mobile payments. The study was limited to two digital payment systems and focused on a specific age group within a single city, which may restrict the generalizability of the results. Nevertheless, understanding the multifaceted nature of purchase intention can help digital payment service providers build consumer trust and encourage more frequent use of mobile payment services. The findings suggest that service providers should strategically manage all influential factors as proactive measures to enhance digital payment system adoption. The proposed study can serve as a valuable work for organisations seeking to effectively manage and strengthen users' adoption of payment apps
Keywords: Digital payment; technology adoption; behavioural intentions; customer satisfaction

1. INTRODUCTION:

The concept of a digital payment system has gained significant global attention in recent years, with various contactless payment methods being widely adopted across different countries. Among these methods, digital payment systems have emerged as one of the most prominent digital payment tools, receiving substantial public interest and strong governmental support. The growing acceptance of digital payment systems using payment apps has also evident in developed economies. Despite ongoing efforts to recover from the economic consequences of the COVID-19 pandemic, Indian consumers are increasingly encouraged to adopt the "new normal," which emphasises digital and contactless payment practices. This transition toward a digital lifestyle has become increasingly important, play a pivotal role in minimising physical contact while ensuring transaction efficiency. Digital payment systems offer convenience by integrating cash, credit cards, and multiple payment platforms into a single digital interface, thereby simplifying transactions for consumers. The sustained success of digital payment systems adoption depends on the active participation of both consumers and merchants. Ensuring user satisfaction and encouraging continued usage are critical for the long-term viability of e-wallet technologies (Zhao & Lu, 2012). However, existing literature has largely concentrated on consumer adoption behaviour, leaving a notable research gap regarding merchants' perspectives and their role in accelerating digital payment systems.

Digital India and digital payments have emerged as prominent buzzwords in contemporary discourse, reflecting India's rapid transition toward a digitally enabled financial ecosystem. Continuous technological advancements have facilitated the introduction of multiple digital financial services, including e-banking, digital cash, and mobile banking (m-banking). A wide range of digital payment instruments has been introduced to promote cashless transactions and support India's vision of becoming a less-cash society. Srivastava and Chandra (2010) and Singh et al. (2023b) define digital payment as an electronic mode of payment that offers greater convenience compared to traditional wallets. Digital payments are characterised by speed, security, and efficiency (Ondrus & Pigneur, 2006), thereby contributing to the evolution of a sustainable payment ecosystem. Several long-term digital payment methods are currently prevalent in India, such as banking cards, Unified Payments Interface (UPI), micro-ATMs, internet banking, mobile banking, and mobile wallets. Among these, mobile wallets have emerged as one of the most widely used digital payment tools (Chawla & Joshi, 2019). This popularity can be attributed to consumers' habitual practice of carrying mobile phones alongside cash, similar to traditional wallets. As users tend to keep their mobile

devices with them at all times, mobile wallets were developed as a natural extension of conventional wallets, enabling users to carry currency in a digital format.

In India, several organisations offer mobile wallet services, including Paytm, Freecharge, Mobikwik, Oxigen, Airtel Money, Jio Money, SBI Buddy, Itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, and Paytm. Digital payments have increasingly emerged as viable alternatives to traditional wallets by securely storing debit and credit card information within a single digital device (Markendahl et al., 2010; Khare et al., 2023). Due to their ability to integrate multiple payment instruments into one platform, digital payments are considered one of the most practical digital payment methods, offering enhanced security, convenience, and anonymity (Oliveira et al., 2017; Singh et al., 2023a). Recognising the critical role of Digital paymentss in India's digital payment landscape, the present study aims to analyse consumers' intentions toward mobile payment apps (Gbongli, 2022). Thus, the reliable and secure digital payment mechanism provides convenience, privacy, and efficiency while minimising dependence on physical cash. This study specifically investigates the factors influencing consumer satisfaction towards payment apps, highlighting the importance of trust and security in digital transactions.

Existing literature indicates a relative scarcity of comprehensive studies examining the determinants of digital payment systems adoption in the Indian context. Prior studies have suggested the inclusion of additional constructs to enhance explanatory power. Hung et al. (2019) emphasised the need for broader theoretical frameworks in Digital payments adoption research, while Purohit et al. (2022) recommended incorporating variables such as trust into future models. As India progresses toward a cashless economy, mobile payments are expected to play a pivotal role. Although digital transactions are gradually replacing cash in certain regions, adoption remains uneven, particularly in underdeveloped and semi-urban areas. India possesses the world's second-largest mobile subscriber base, making it a significant context for examining mobile payment adoption. Accordingly, this study seeks to identify the key factors influencing consumer adoption of mobile payments in India (Mew & Millan, 2021; To & Trinh, 2021; George & Sunny, 2021), focusing on Google Pay and Paytm.

2. LITERATURE REVIEW

2.1 Perceived Value

Perceived value, as conceptualised by Zeithaml (1988), refers to a consumer's overall assessment of a product or service based on the trade-off between perceived benefits and perceived costs. These costs encompass both monetary expenditures and nonmonetary sacrifices, such as time, effort, energy, and psychological concerns. Consumers are more likely to perceive fairness and satisfaction when the benefits derived from a service outweigh the associated costs. Thus, perceived value is formed through consumers' comparative evaluation of the incentives and advantages offered relative to alternative options. Perceived value plays a fundamental role in encouraging the adoption and continued use of digital payment apps, as it directly influences consumers' behavioural intention to use such technologies (Holbrook, 1999; Pura, 2005). When consumers recognise higher value in terms of convenience, efficiency, cost savings, and functional benefits, their likelihood of adopting Digital paymentss increases significantly. Thus, the perceived value focuses on the evaluation of gains and losses, and addresses consumers' expectations that the service provider will act responsibly and securely. In online and digital payment environments, perceived value has been consistently identified as one of the most influential determinants of user acceptance and customer satisfaction (Apanasevic et al., 2012; Chang et al., 2016; Hasan et al., 2023b). Prior studies suggest a strong interrelationship between perceived value and satisfaction, indicating that higher perceived value enhances satisfaction in digital payment services (Yang & Peterson, 2004; Chang et al., 2016; Gupta et al., 2023). Thus, this study proposes the following hypothesis:

H1: Perceived value significantly influences customer satisfaction.

2.2 Compatibility

Compatibility is widely recognised as a critical determinant of innovation adoption and perceived value. According to Rogers et al. (2005), compatibility refers to the degree to which an innovation is perceived as being consistent with potential adopters' existing values, past experiences, and current needs. When an innovation aligns well with users' lifestyles and expectations, uncertainty is reduced and the likelihood of adoption increases. Compatibility allows innovations to be perceived as familiar and relevant, thereby enhancing acceptance and implementation (Wu & Wang, 2005). Prior empirical studies have demonstrated the significance of compatibility in the adoption of new technologies across organizational and consumer contexts (Constantiou et al., 2006; Ehrenhard et al., 2017; Brand & Baier, 2020). In the context of mobile wallet adoption, compatibility has been identified as a key factor influencing users' satisfaction and continued usage (Hasan & Gupta, 2020; Aslam et al., 2017; Oliveira et al., 2016). When mobile payment services are compatible with users' daily routines, purchasing habits, and technological preferences, consumers are more likely to experience satisfaction with the service. Customer satisfaction is further enhanced when individuals feel comfortable using a product or service and perceive it as aligned with modern technological advancements (Nowlis & Simonson, 1997; Auh & Johnson, 2005; Govender & Sihlali, 2014). In the mobile payment domain, compatibility has been shown to play a vital role in determining service uptake and satisfaction levels (Srivastava & Chandra, 2010). Based on the above discussion, the following hypothesis is proposed:

H2: Compatibility positively significantly influences customer satisfaction.

2.3 Perceived Enjoyment

Perceived enjoyment is widely recognised as an important intrinsic motivator influencing users' acceptance of technology. It refers to the extent to which the use of a technology is perceived as pleasurable and enjoyable, independent of any performance-related outcomes. When consumers derive enjoyment from the services provided by a vendor, they are more likely to develop positive attitudes toward the associated products and services. Consequently, perceived enjoyment plays a significant role in shaping shopper satisfaction (Kotecha, 2018; Yang & Peterson, 2004). In the context of digital payments, digital payment apps have gained popularity due to their association with seamless online shopping experiences offered by platforms such as Amazon, Flipkart, and Snapdeal, where ease of use and enjoyable user interfaces contribute to enhanced satisfaction (Kalyani, 2016). Prior research suggests that perceived enjoyment significantly influences consumers' reliance on and continued use of digital payment modes, as users are more inclined to engage with technologies that provide a pleasant and engaging experience (Liu et al., 2012; Khatoon et al., 2020). Based on the foregoing discussion, the following hypothesis is proposed:

H3: Perceived enjoyment significantly influences customer satisfaction.

2.4 Social Influence

Social influence refers to the extent to which individuals perceive that important others believe they should use a particular technology. In the context of digital payments, social influence reflects the impact of opinions and behaviours of family members, friends, colleagues, and peers on consumers' decisions to use mobile wallet services. Such social pressures and recommendations often motivate users to engage in mobile-based transactions and shape their perceptions of technology adoption. Prior studies have consistently demonstrated the importance of social influence in triggering individuals' behavioural intentions toward technology usage (Vasantha & Sarika, 2019). Within the Technology Acceptance Model (TAM) and related extensions, social commerce constructs have been shown to significantly influence trust and purchase intentions in digital environments (Ramanathan et al., 2017). When consumers receive positive feedback and recommendations from their social networks, they are more likely to perceive mobile wallet services as credible and beneficial. Social influence also plays a critical role in shaping shopper satisfaction with digital payment. Consumers who adopt digital payment apps based on positive social cues often experience greater satisfaction, as social validation reinforces their adoption decision and enhances confidence in the technology (Hamza & Shah, 2014). As a result, favourable social influence contributes not only to adoption but also to sustained satisfaction with mobile wallet usage. Thus, the following hypothesis is proposed:

H4: Social influence significantly influences customer satisfaction.

Services quality

Bloemer et al. (1998) examined the impact of service quality on customer satisfaction in the retail banking sector and found that a bank's prior service image indirectly influences customer loyalty through perceived service quality. Their findings further revealed that service quality is both directly and indirectly related to customer loyalty via satisfaction, highlighting reliability and effective market positioning as critical drivers of long-term customer loyalty. Similarly, Moutinho and Smith (2000) emphasised the importance of improving service delivery, whether human-based or technology-based, after identifying strong relationships between service delivery, customer satisfaction, retention, and switching behaviour. Their study also revealed that convenience and ease of banking services significantly influence customers' decisions to switch banks. Further evidence suggests that customer satisfaction in banking is shaped by a variety of factors, including accessibility, cost savings, customer typology, delivery channel type, reliability, positive word-of-mouth, social responsibility, and service innovation (Polatoglu & Ekin, 2001; Singh & Kaur, 2011). Joseph and Stone (2003) observed that most bank customers are familiar with basic services offered through alternative delivery channels such as automated teller machines (ATMs) and internet banking (IB). These channels were found to be positively associated with higher customer satisfaction, particularly when services perceived as important were continuously enhanced in terms of user-friendliness, security, and convenience. Thus, the following hypothesis is proposed:

H5: Service quality significantly influences customer satisfaction.

3. METHODOLOGY

3.1 Research Design

The present study adopted an exploratory and descriptive research design. In the initial phase, the researchers explored the digital payment dimensions of digital payments through interactions with merchants and professionals who actively use digital payment services. This exploratory approach helped identify relevant factors influencing, and a descriptive research design was employed to examine the relationships among various digital payment constructs and to assess customer satisfaction. The target population comprised existing users of digital payment platforms. Convenience sampling was employed to identify actual digital payment and to obtain authentic, experience-based responses, thereby strengthening the practical relevance of the findings. Only respondents who actively used digital payment services were included in the study. Based on these criteria, an initial sample size of 350 respondents was considered adequate for the study.

3.2 Instrument and Data Collection

Data were collected using a structured questionnaire designed to capture shoppers' perceptions and experiences with digital payment usage, specifically the Google pay and Paytm. The measurement items were

adapted from well-established and validated scales developed by Nysveen et al. (2005), Venkatesh et al. (2012), Hayashi and Bradford (2014), and Shaw (2014). All items were measured using a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). The questionnaire development process began with an extensive review of relevant theories and empirical studies, ensuring the inclusion of all key constructs related to digital payments and customer satisfaction. The initial questionnaire draft was reviewed and refined based on discussions with corporate managers and subject-matter experts. Following these revisions, the instrument was finalised and pilot tested to ensure clarity and reliability. Data were collected using both online and offline modes. A total of 350 questionnaires were distributed, of which 300 were returned. After excluding incomplete and invalid responses, 292 usable questionnaires were retained for final analysis.

4. ANALYSIS & RESULTS

4.1 Demographic Analysis

The demographic characteristics of the respondents were analysed using descriptive statistics. The sample consisted predominantly of male respondents (62%), while the remaining participants were female. A majority of the respondents (70%) belonged to the 21–40 years age group, indicating that digital payment usage is more prevalent among young and middle-aged consumers. With respect to marital status, 56.4% of the respondents were married, whereas 43.6% were unmarried, suggesting that marketing strategies may be effectively tailored toward these dominant demographic segments. In terms of occupation, students constituted the largest group of respondents (48%), indicating that students are frequent users of selected Digital payments providers. This trend suggests that students are more inclined to adopt emerging digital technologies, followed by employed individuals. Regarding educational qualifications, 39.3% of the respondents were graduates, and 27.4% had completed postgraduate education. These findings indicate that higher levels of education positively influence the adoption and usage of Digital paymentss.

4.2 Reliability and Validity Analysis

Exploratory factor analysis (EFA) was conducted to identify the underlying factor structure of the measurement items. Principal component analysis with varimax rotation extracted seven constructs with eigenvalues greater than 1, retaining 35 items with factor loadings exceeding the threshold of 0.60 from the original 40 items. The Kaiser Meyer Olkin (KMO) measure of sampling adequacy was 0.906, and Bartlett's test of sphericity was significant (χ^2, $p < 0.001$), indicating the suitability of the data for factor analysis. Subsequently, confirmatory factor analysis (CFA) was performed to validate the measurement model comprising seven constructs and 35 indicators. These results confirm that the proposed measurement model fits the observed data well. Furthermore, standardised factor loadings, composite reliability (CR), and average variance extracted (AVE) were examined (see Table 1). All values met the recommended thresholds, thereby confirming adequate convergent validity, discriminant validity, and internal consistency of the measurement scales (Nunnally & Bernstein, 1994).

Content validity was established through expert evaluation, and necessary modifications were incorporated accordingly. The results for average variance extracted (AVE) and composite reliability (CR) were within acceptable thresholds, thereby confirming convergent validity (Kline & Rosenberg, 2010). Discriminant validity was assessed using the comparison between AVE values and squared inter-construct correlations, as presented in Table 2, and was found to be satisfactory. Additionally, the common latent factor approach indicated that common method bias was within acceptable limits (Podsakoff et al., 2003). Therefore, the measurement scale was deemed to be both valid and reliable.

Table 1: Reliability and Validity

Construct	Measurement Item	Loadings	AVE	CR	Alpha
Perceived Value	Using digital payment is convenient for me.	0.65	**0.64**	**0.84**	**0.85**
	Digital payment helps accomplish financial tasks and payments.	0.92			
	I spend more time using digital payment.	0.97			
Compatibility	Using digital payment services is easy to use.	0.67	**0.67**	**0.89**	**0.77**
	I am satisfied with the security of digital payment apps.	0.81			

	I am familiar with all digital payment apps.	0.60			
	Digital payment applications are attractive.	0.55			
Perceived Enjoyment	Digital payment services are beneficial.	0.89	0.58	0.92	0.85
	I use digital payment apps whenever the opportunity arises	0.96			
	Using a digital payment procedure is enjoyable.	0.70			
	I always try to use a digital payment.	0.85			
Social Influence	Using mobile payment services fits well with me.	0.76	0.69	0.88	0.81
	Using digital payment services is a good idea.	0.73			
	My money is secure in digital payment services.	0.83			
	I will frequently use digital payment in the future.	0.89			
Service Quality	Service quality improves customer satisfaction.	0.63	0.68	0.81	0.81
	I suggest digital payment apps to family and friends due to service quality.	0.62			
	Service quality motivates me to use digital payment apps in future.	0.78			
	Digital payments offer security features to customers	0.81			
Customer Satisfaction	Using digital payment services is prestigious.	0.67	0.78	0.91	0.88
	Using digital payment is a status symbol.	0.81			
	Digital payment is integrated with banking services	0.63			
	Digital payment is safe and has reliable features.	0.90			
	I strongly recommend others to use digital payment.	0.91			

Table 2: Correlation Analysis

Factors	**PRV**	**COM**	**PER**	**SOC**	**SQU**	**CSA**
PRV	0.85					

COM	0.29	0.77				
PER	0.32	0.38	0.85			
SOC	0.26	0.32	0.29	0.81		
SQU	0.34	0.25	0.38	0.23	0.78	
CSA	0.42	0.29	0.37	0.38	0.85	0.88

4.3. Structural Model and Hypothesis Testing

Structural equation modelling (SEM) was employed to examine the hypothesised relationships among the study constructs (McDonald & Ho, 2002). The structural model demonstrated an acceptable fit, with all goodness-of-fit indices falling within the recommended thresholds (GFI = 0.848; AGFI = 0.823; NFI = 0.893; CFI = 0.911; RMSEA = 0.061) (Kline, 2015; Hair et al., 2010). The results of the structural model revealed statistically significant effects for eight out of the ten hypothesised paths, as illustrated in Table 3.

Table 3: Hypotheses Testing

Hypotheses	Regression path	Beta	t-value	p-value	Remarks
H1	PRV → CSA	0.250	2.252	0.012	Supported
H2	COM → CSA	0.186	3.861	0.006	Supported
H3	PER→ CSA	0.177	2.527	0.009	Supported
H4	SOC → CSA	0.322	2.312	0.015	Supported
H5	SQU → CSA	0.215	2.855	0.001	Supported

5. RESULTS AND FINDINGS

The results of the structural equation modelling (SEM) analysis indicate that perceived value has a significant and positive influence on customer satisfaction. Specifically, perceived value positively affects satisfaction (H1: $\beta = 0.250$, $p < 0.012$). These findings suggest that the identification and enhancement of perceived value in digital payment services play a crucial role in shaping shoppers' satisfaction responses toward digital payment adoption, consistent with the observations of Varki and Colgate (2001). On the other hand, the relationship between compatibility and customer satisfaction was found to be statistically significant (H2: $\beta = 0.186$, $p < 0.006$) in the context of digital payment adoption. These results indicate that while compatibility may not directly build trust, it enhances user satisfaction by aligning the transaction needs.

Furthermore, perceived enjoyment was found to have a significant positive impact on satisfaction (H3: $\beta = 0.177$, $p < 0.009$). These results support the notion that hedonic aspects of digital payment usage enhance shoppers' confidence and contentment with the technology. Similar relationships between perceived enjoyment and satisfaction have been established in prior studies (Hayashi & Bradford, 2014; Gupta et al., 2018).

The analysis also reveals that social influence positively affects customer satisfaction (H4: $\beta = 0.322$, $p < 0.015$), indicating that opinions and recommendations from peers and social networks significantly shape shoppers' satisfaction. This finding aligns with previous studies by Benitez et al. (2018) and Hemchand (2016), which reported similar outcomes in technology adoption contexts. Moreover, the results demonstrate that service quality significantly and positively influences shoppers' satisfaction to adopt digital payment apps (H5: $\beta = 0.215$, $p < 0.001$), while satisfaction exhibits an even stronger influence. These findings confirm that satisfaction functions as a critical mediating variable in digital payment adoption, reinforcing evidence from earlier studies (Shaw, 2014; Xu & Du, 2018; Hayashi & Bradford, 2014).

Overall, this study provides valuable insights by integrating perceived value, compatibility, perceived enjoyment, social influence and service quality to affect customer satisfaction as toward digital payment apps. The

findings contribute to a deeper understanding of shoppers' attitudes toward digital payment systems in Indian consumers. The study focuses on identifying key components and analysing their influence on shoppers' intentions to use digital payment as an alternative transaction method (Aithal et al., 2023). From a practical perspective, the results offer actionable insights for multiple stakeholders. Digital payment service providers can leverage these findings to prioritise features that enhance trust, satisfaction, and perceived value. Additionally, policymakers and government authorities may utilise the outcomes of this study to design effective strategies that support the transition toward a cashless economy in India.

6. SUGGESTIONS AND IMPLICATIONS

The adoption of any emerging technology requires a comprehensive understanding of the factors influencing user perceptions and customer satisfaction. The findings of the present study provide meaningful insights for various stakeholders involved in the digital payment ecosystem. The results indicate that perceived value, compatibility, perceived enjoyment, social influence and service quality significantly affect shoppers' selection of digital payment services. Accordingly, service providers should focus on enhancing application usability, ensuring seamless and stress-free transactions, and improving consumer awareness to strengthen and encourage adoption. The study further reveals that although users are generally willing to adopt digital payment technologies, they remain reluctant to incur higher transaction costs. This highlights the need for cost-efficient pricing strategies and transparent fee structures to promote sustained usage of digital payment services.

Additionally, the findings underscore that the satisfaction in shaping shoppers' behavioural intentions toward digital payment services. Delivering secure and error-free transaction experiences is therefore critical for building and maintaining user confidence. User satisfaction is also enhanced by positive online payment experiences and the availability of multiple value-added services within a single application. Consequently, digital payment service providers should prioritise the integration of diverse value-added services to improve convenience and overall user experience. In the Indian context, addressing misconceptions related to digital payments and perceived security risks is essential to increase user acceptance and enjoyment. The insights derived from this study may also contribute to refining theoretical models by extending the technology acceptance framework. Overall, these findings offer practical guidance to m-payment practitioners, service providers, and policymakers in formulating effective strategies for promoting digital payment services.

7. LIMITATIONS AND FUTURE RESEARCH AGENDA

Despite its contributions, the present study has certain limitations that provide opportunities for future research. The analysis focused on a selected set of determinants influencing mobile wallet adoption. Future studies may incorporate additional variables such as value enhancement, customer loyalty, perceived risk, and psychological factors to develop a more comprehensive understanding of mobile payment acceptance. Subsequent research could examine adoption behaviors across different regions of India or compare urban and rural contexts, as well as include perspectives from merchants, service providers, and regulatory bodies. Furthermore, integrating qualitative research methods, such as interviews or focus groups, alongside quantitative approaches could yield deeper insights into consumer attitudes and motivations. Additionally, the relatively early stage of Digital payments development in certain regions may restrict the broader applicability of the results. The present study examined the influence of independent and mediating variables on behavioural intention; future research could explore demographic characteristics (e.g., age, income, education) as potential moderating factors to further enrich the model..

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