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The Impact of Digital Service Factors on Customer e-Loyalty through e-Satisfaction: A Study of ZUS Coffee

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ABSTRACT

This study investigates how digital service factors influence customer e-satisfaction and e-loyalty in Malaysia's increasingly digitalized coffee market, using the ZUS Coffee mobile application as the research context. Grounded in Expectation-Confirmation Theory and the Technology Acceptance Model, the study examines the roles of e-service quality, online price transparency, digital promotion exposure, and perceived e-convenience. Data were collected through a quantitative survey administered via Google Forms to Malaysian consumers who had prior experience using the ZUS Coffee mobile application, with non-users excluded through a screening question. A total of 180 valid responses were analyzed using IBM SPSS. The findings show that digital promotion exposure and perceived e-convenience are the primary drivers of customer e-satisfaction. In contrast, customer e-loyalty is shaped mainly by e-service quality, online price transparency, and digital promotion exposure. Notably, perceived e-convenience demonstrates a negative association with e-loyalty, while customer e-satisfaction does not directly lead to loyalty.

Keywords: e-Service Quality; Online Price Transparency; Digital Promotion Exposure; Perceived e-Convenience; Customer e-Satisfaction; Customer e-Loyalty; ZUS Coffee

INTRODUCTION

Malaysia's coffee sector has undergone rapid digitalization in recent years, driven by the widespread adoption of mobile applications, cashless payments, and consumers' growing preference for convenience. Mobile ordering has become an accepted behaviour among digital consumers, particularly with the rise of on-demand culture, increased smartphone usage, and the expansion of contactless payment systems following the COVID-19 pandemic. According to Statista (2024), Malaysia's online food and beverage market continues to grow steadily, highlighting the increasing importance of digital access, service quality, and customer satisfaction in sustaining brand competitiveness.

As one of the fastest-growing local coffee retailers in Malaysia, ZUS Coffee has embraced a digital-first strategy through the development of its mobile application, which allows customers to pre-order beverages, customize drinks, and earn reward points. These features are designed to enhance customer convenience, engagement, and overall mobile experience, while fostering stronger relationships between the brand and its customers. In a highly competitive coffee market, such digital service platforms have become a critical touchpoint through which brands interact with consumers beyond traditional in-store experiences.

Previous studies have examined various factors influencing customer satisfaction in online and digital service environments. For instance, Lien et al. (2011) demonstrated that e-service quality significantly influences perceived value and customer satisfaction in online shopping contexts, while Udo et al. (2010) found that e-convenience enhances customer satisfaction and usage intentions. In addition, Sepehrian et al. (2023) reported that online price transparency promotes trust and perceptions of fairness, contributing to positive e-service outcomes. Similarly, Singh and Ahluwalia (2024) highlighted that credible and informative digital promotions encourage customers' purchase intentions. Research across consumer industries has also consistently confirmed that customer satisfaction is a strong predictor of customer loyalty. For example, some report that higher levels of customer satisfaction may lead to brand loyalty, reinforcing the importance of satisfaction in loyalty formation (Kee et al., 2021; 2025). However, relatively few studies have examined how these factors collectively influence customer e-satisfaction and e-loyalty, particularly within the context of a mobile-based coffee application such as ZUS Coffee.

To address this gap, the present study investigates how e-service quality, online price transparency, digital promotion exposure, and perceived e-convenience influence customer e-satisfaction, which subsequently drives customer e-loyalty in the context of the ZUS Coffee mobile application. Understanding these relationships is essential for improving digital service strategies and retaining customers in an increasingly competitive and technology-driven market. From a theoretical perspective, this study contributes to the literature by extending knowledge on digital consumer behaviour within a mobile coffee application context, which remains underexplored. From a practical perspective, the findings are expected to offer insights for coffee retailers in enhancing mobile application performance, strengthening customer relationships, and supporting long-term customer loyalty.

This study further examines how consumers perceive and respond to digital service experiences within the ZUS Coffee mobile application. As consumers increasingly rely on digital platforms to facilitate daily purchases, factors such as speed, personalization, and reliability have become central to shaping satisfaction and loyalty. In this competitive environment, coffee brands are no longer differentiated solely by product quality or price,

but also by the quality of their digital interactions and the convenience they provide. By focusing on a digitally native local coffee brand, this research offers a fresh perspective beyond food delivery and large-scale e-commerce platforms, helping to bridge academic understanding and managerial practice regarding how digital service experiences translate into sustained customer commitment in emerging markets such as Malaysia.

LITERATURE REVIEW

e-Service Quality, e-Satisfaction, and e-Loyalty

e-Service quality refers to customers' evaluation of the overall quality, reliability, and performance of a firm's digital platform, including its mobile application and website. It reflects how effectively the platform meets customer expectations by providing seamless, secure, and responsive online services (Zeithaml et al., 1996; Lewis, 1990). Conceptually, e-service quality is multidimensional and encompasses elements such as reliability, responsiveness, assurance, empathy, and tangibles, which collectively shape customers' perceptions of service performance in digital environments (Dotchin, 1994; Parasuraman et al., 1988). In the context of ZUS Coffee, higher perceived e-service quality is expected to enhance customer e-satisfaction and foster e-loyalty, as consistent and responsive digital services strengthen customer trust and emotional attachment to the brand (Alabboodi, 2019; Wangenheim & Bayón, 2004; Mahato & Goetz, 2020). When customers perceive the mobile application as reliable, easy to use, and secure, they are more likely to feel satisfied with the service experience and to continue using the platform over time. Accordingly, the following hypotheses are proposed:

- **H1.** Customer perceived e-service quality has a positive influence on customer e-satisfaction.
- **H5.** Customer perceived e-service quality has a positive influence on customer e-loyalty.

Price Transparency, e-Satisfaction, and e-Loyalty

Price transparency plays a crucial role in shaping consumers' perceptions of fairness and trust in online transactions. Clearly presented and itemized pricing information reduces uncertainty and helps customers feel more confident when making purchase decisions (Xia et al., 2004). When digital platforms clearly communicate prices, discounts, promotions, and additional charges, customers are better able to evaluate the fairness of the transaction, which in turn enhances their overall satisfaction with the service experience (Kim et al., 2012). In addition, transparent pricing practices strengthen customers' trust and perceptions of honesty toward the service provider, which are essential for building long-term customer relationships in digital environments. Prior research suggests that when customers perceive pricing practices as fair and transparent, they are more likely to maintain ongoing relationships with the brand and exhibit stronger loyalty intentions (Sirdeshmukh et al., 2002). In the context of ZUS Coffee, transparent price presentation within the mobile application is therefore expected to positively influence both customer e-satisfaction and e-loyalty. Building on these, we hypothesized:

- **H2.** Customer perceived price transparency has a positive influence on customer e-satisfaction.
- **H6.** Customer perceived price transparency has a positive influence on customer e-loyalty.

Digital Promotion Exposure, e-Satisfaction, and e-Loyalty

Digital promotion exposure is an important antecedent shaping customer evaluations in online service environments. Digital promotions delivered through targeted advertising, mobile application notifications, and social media content represent external informational stimuli that influence how customers process information and evaluate brand offerings. Drawing on information processing and stimulus–response perspectives, prior studies suggest that well-designed digital promotions enhance perceived value and customer satisfaction by delivering timely, relevant, and credible information (DeLone & McLean, 2003). Evidence from fast-moving consumer sectors further indicates that informative and appealing promotional content strengthens customers' emotional connections with brands, thereby fostering higher levels of satisfaction and loyalty (Abtin & Pouramiri, 2016). In the context of ZUS Coffee, customers are frequently exposed to digital promotions such as seasonal beverage campaigns, mobile app–exclusive discounts, and social media advertisements. These promotional efforts function as key engagement tools that align marketing messages with customer needs and expectations. When customers perceive ZUS Coffee's digital promotions as relevant, credible, and valuable, they are more likely to develop favorable cognitive and emotional responses, which enhance their satisfaction with the service experience and encourage continued usage and loyalty toward the brand. Therefore, we posit:

- **H3.** Customer digital promotion exposure has a positive influence on customer e-satisfaction.
- **H7.** Customer digital promotion exposure has a positive influence on customer e-loyalty.

Perceived e-Convenience, e-Satisfaction, and e-Loyalty

Perceived e-convenience is a key determinant of customer evaluations in digital service platforms, as higher convenience reduces user effort and enhances the overall service experience. Drawing on the Technology Acceptance Model (TAM), ease of use and system efficiency are critical factors influencing users' attitudes toward digital applications (Davis, 1987). Prior research suggests that when customers experience fast information processing, intuitive navigation, and seamless transactions, their satisfaction increases due to reduced cognitive effort and enhanced usability (Ohk, Park, & Hong, 2015). In the context of ZUS Coffee, perceived e-convenience—such as simple menu browsing, efficient order customization, and quick mobile payment—helps meet customers' expectations for speed and efficiency. When the ordering process is perceived as effortless and time-saving, customers are more likely to feel satisfied with the digital service experience and to develop stronger loyalty intentions toward the platform (Lin & Wang, 2006). These mechanisms are consistent with Expectation-Confirmation Theory (ECT), which suggests that convenient and efficient digital experiences reinforce satisfaction and encourage continued usage and repeat patronage. Based on these considerations, the following hypotheses are proposed:

- **H4.** Customer perceived e-convenience has a positive influence on customer e-satisfaction.
- **H8.** Customer perceived e-convenience has a positive influence on customer e-loyalty.

Customer e-Satisfaction and e-Loyalty

Customer e-satisfaction is a central determinant of loyalty behaviour in digital service environments. Prior research suggests that customer satisfaction arises from evaluative comparisons of consumption experiences and has been widely recognized as a key predictor of customer loyalty across industries (Mittal et al., 2023). Empirical evidence

from digital café and online retail settings indicates that satisfied users are more likely to repurchase, recommend the brand, and prefer it over competing alternatives, thereby reinforcing the role of satisfaction in fostering digital loyalty (Mahato & Goel, 2020). Prior research suggests that customer satisfaction enhances loyalty by strengthening trust and reinforcing positive behavioral intentions toward the brand (Iqbal et al., 2021). In the context of ZUS Coffee, customers who feel satisfied with their mobile application experience—arising from perceived service quality, pricing clarity, effective digital promotions, and high levels of e-convenience—are more likely to continue engaging with the application and remain loyal to the brand. Customer e-satisfaction therefore functions as a reinforcing mechanism that encourages repeated usage and supports the development of long-term customer loyalty. Accordingly, we proposed:

H9. Customer e-satisfaction has a positive influence on customer e-loyalty.

Conceptual Framework
The study framework model is depicted in Figure 1.

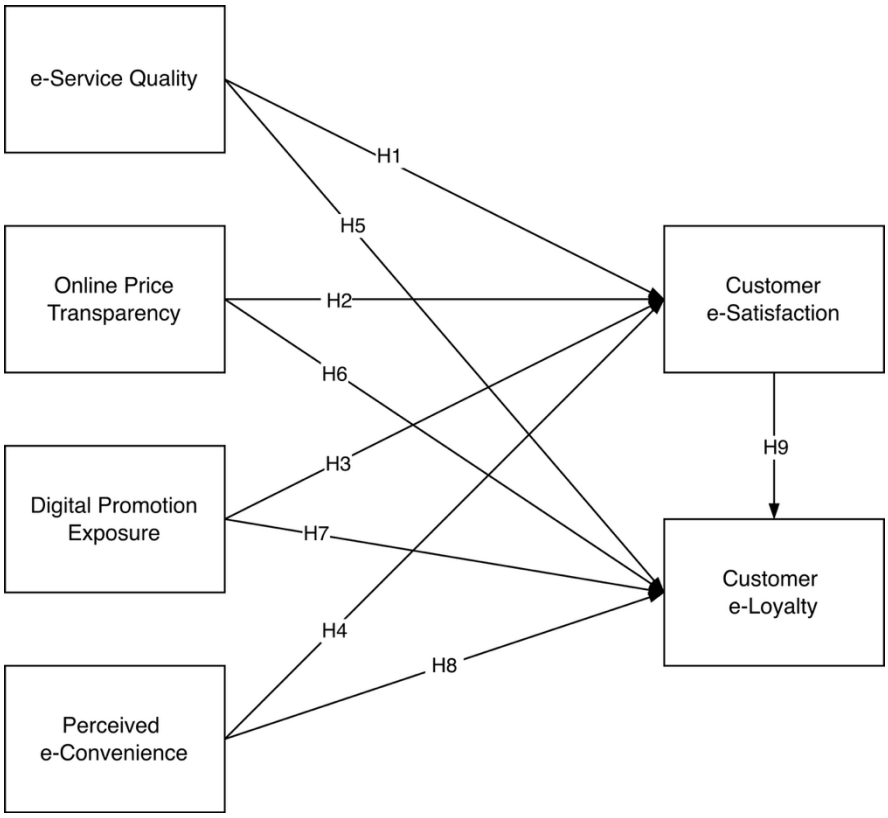

Figure 1. Research Framework

RESEARCH METHOD

Sampling and Procedures
This study employed a quantitative survey method using a Google Form questionnaire to collect data from users of the ZUS Coffee mobile application in Malaysia. The target population consisted of individuals who had prior experience using the ZUS Coffee mobile application to place orders or make purchases. To ensure the relevance and accuracy of the responses, respondents who had never used the ZUS Coffee mobile application were excluded from the study, and a screening question was included at the beginning of the questionnaire to confirm prior usage. The survey link was distributed

through various online channels, including WhatsApp groups and university networks, to reach a diverse range of participants. The questionnaire comprised two main sections: demographic information (including gender, age group, race, educational level, employment status, and monthly income) and measurement items assessing e-service quality, online price transparency, digital promotion exposure, perceived e-convenience, customer e-satisfaction, and customer e-loyalty. A total of 180 valid responses were obtained and included in the final analysis after applying the exclusion criteria. The collected data were analyzed using IBM SPSS Statistics to examine patterns and relationships among the study variables, providing insights into the factors influencing customer e-satisfaction and e-loyalty within the context of the ZUS Coffee mobile application.

Table 1 presents the demographic profile of the 180 respondents. In terms of the gender, the sample is more relatively to be balanced, with the females accounting for 50.6% and males for 49.4%. Most respondents fall within the 18–24 years old age group (46.1%), followed by those aged 25–34 years old (32.8%), indicating that the sample is largely composed of young adults. Regarding to the race, Chinese respondents have represented the largest group, which is 43.9%, followed by the Malay respondents, which is 36.7% and the last is Indian respondents which is 18.9%. In terms of the education level, the majority of respondents are holding a bachelor's degree (58.3%), and followed by those with Secondary School education (17.2%) and the last is a master's degree (16.7%). With respect to employment status, students are the largest proportion (45.0%), followed by full-time employees (35.0%). In terms of monthly income, most respondents are fall within the B40 income group (61.7%), followed by the M40 group (33.3%), while a smaller proportion falls within the T20 category (5.0%). Overall, the summary of demographic profile suggests that the respondents are predominantly young, educated, and digitally active, which is appropriate for examining mobile application usage and digital service experiences.

Table 1. Summary of Respondent's Demography (N=180)

Response	Frequency	Percentage
Gender		
Female	91	50.56
Male	89	49.44
Age		
Below 18 years old	5	2.78
18 – 24 years old	83	46.11
25 – 34 years old	59	32.78
35 – 44 years old	26	14.44
45 years old and above	7	3.89
Race		
Chinese	79	43.89
Malay	66	36.67
Indian	34	18.89
Iban	1	0.56
Educational Level		
Secondary School	31	17.22
High School Diploma or Equivalent	14	7.78
Bachelor's Degree	105	58.33
Master's Degree	30	16.67
Employment Status		

Student	81	45.00
Full-Time	63	35.00
Part-Time	2	1.11
Self-Employed	32	17.78
Unemployed	2	1.11
Monthly Income Level		
B40 (Below RM5,249)	111	61.67
M40 (RM5,250 to RM11,819)	60	33.33
T20 (Above RM11,820)	9	5.00

Measures

All survey items in this study were measured using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The measurement items for each construct were adapted from established and validated scales in prior studies to ensure content validity and reliability. The full list of items is presented in the Appendix.

e-Service Quality

Customer-perceived e-service quality was measured to capture users' evaluation of the overall quality, reliability, and performance of the ZUS Coffee digital interface. Twelve items were adapted from Lien et al. (2011), which have been widely used to assess e-service quality in online shopping contexts. The items reflect key aspects such as order accuracy, information quality, reliability, responsiveness, security, privacy protection, and trust in the digital platform. A sample item is: *"Transactions with the application of ZUS Coffee are error-free."*

Online Price Transparency

Online price transparency was measured to assess the extent to which prices presented on the ZUS Coffee application are clear, well-explained, and perceived as fair. Seven items were adapted from Sepehrian et al. (2023), focusing on customers' perceptions of price clarity, justification of price changes, provision of invoices, and explanations of costs and benefits. These items capture how transparently pricing information is communicated in the digital environment. A sample item is: *"The application of ZUS Coffee provides clear and convincing explanations about prices."*

Digital Promotion Exposure

Digital promotion exposure was measured to evaluate customers' perceptions of the informativeness, relevance, and influence of ZUS Coffee's online advertising activities. Five items were adapted from Singh and Ahluwalia (2024), covering exposure to online advertisements, the usefulness of promotional information, and the extent to which digital promotions influence purchase intentions and decision-making. A sample item is: *"Online advertising of ZUS Coffee gives relevant information."*

Perceived e-Convenience

Perceived e-convenience was measured to capture customers' perceptions of ease, accessibility, and time efficiency when using the ZUS Coffee application. Three items were adapted from Udo et al. (2010), reflecting the degree to which online ordering simplifies the shopping process and saves time compared to visiting physical stores. A sample item is: *"Using the application of ZUS Coffee makes it easier for me to shop."*

Customer e-Satisfaction

Customer e-satisfaction was measured to assess users' overall positive evaluation of their digital service experience with the ZUS Coffee application. Three items were adapted from Udo et al. (2010), focusing on satisfaction with prior online shopping

experiences, enjoyment of the service process, and overall satisfaction with the e-service encounter. A sample item is: *"Overall, I am satisfied with my ZUS Coffee e-service experience."*

Customer e-Loyalty

Customer e-loyalty was measured to capture customers' intentions to continue using the ZUS Coffee application, prefer it over alternative platforms, and resist switching to other applications. Three items were adapted from Kao and Lin (2016), reflecting both attitudinal and behavioral aspects of loyalty in a digital context. A sample item is: *"The application of ZUS Coffee would be my first choice for buying coffee."*

RESULTS

Table 2 presents the descriptive statistics, Cronbach's alpha reliability coefficients, and zero-order correlations for all study variables. The results indicate that all variables examined in this study are positively and significantly correlated with one another. E-service quality shows strong positive correlations with online price transparency ($r = 0.836$, $p < 0.01$), digital promotion exposure ($r = 0.891$, $p < 0.01$), perceived e-convenience ($r = 0.828$, $p < 0.01$), customer e-satisfaction ($r = 0.773$, $p < 0.01$), and customer e-loyalty ($r = 0.695$, $p < 0.01$), suggesting that higher perceived service quality is associated with more favorable customer evaluations across multiple digital service dimensions.

Similarly, online price transparency is significantly associated with digital promotion exposure ($r = 0.820$, $p < 0.01$), perceived e-convenience ($r = 0.777$, $p < 0.01$), customer e-satisfaction ($r = 0.752$, $p < 0.01$), and customer e-loyalty ($r = 0.668$, $p < 0.01$), indicating its important role in shaping customer perceptions and behavioral outcomes. Digital promotion exposure also demonstrates strong positive relationships with perceived e-convenience ($r = 0.834$, $p < 0.01$), customer e-satisfaction ($r = 0.851$, $p < 0.01$), and customer e-loyalty ($r = 0.708$, $p < 0.01$), highlighting its influence on both affective and loyalty-related responses.
Furthermore, perceived e-convenience is significantly correlated with customer e-satisfaction ($r = 0.821$, $p < 0.01$) and customer e-loyalty ($r = 0.588$, $p < 0.01$), suggesting that ease of use and time efficiency contribute positively to customers' digital service experiences. Customer e-satisfaction also shows a strong positive association with customer e-loyalty ($r = 0.644$, $p < 0.01$), reinforcing its role as a key antecedent of loyalty in digital service contexts.

In terms of reliability, all measurement scales demonstrate high internal consistency, with Cronbach's alpha coefficients ranging from 0.867 to 0.968, exceeding the recommended threshold of 0.70. Overall, these findings confirm that the constructs used in the study are reliable and that the relationships among the variables are in the expected directions, providing a sound basis for subsequent hypothesis testing.

Table 2. Descriptive statistics, Cronbach's Alpha Reliability Coefficients, and Zero-order Correlations for all study variables

Variables	1	2	3	4	5	6
1. e-Service Quality	**0.968**					
2. Online Price Transparency	0.836**	**0.956**				
3. Digital Promotion Exposure	0.891**	0.820**	**0.932**			

4. Perceived e-Convenience	0.828**	0.777**	0.834**	**0.928**		
5. Customer e-Satisfaction	0.773**	0.752**	0.851**	0.821**	**0.912**	
6. Customer e-Loyalty	0.695**	0.668**	0.708**	0.588**	0.644**	**0.867**
Number of Items	12	7	5	3	3	3
Mean	4.4106	4.3952	4.4056	4.4463	4.4222	4.3556
Standard Deviation	0.58503	0.62061	0.59323	0.63438	0.63481	0.64547

Note. N = 180; *p < .05, **p < .01,***p < .001. The diagonal entries represent Cronbach's Coefficient Alpha.

Table 3 summarizes the regression results examining the relationships between digital service factors, customer e-satisfaction, and customer e-loyalty. With regard to customer e-satisfaction, the results show that digital promotion exposure (H3) has a strong and significant positive influence on customer e-satisfaction (β = 0.576, p < 0.001). This finding suggests that customers experience higher satisfaction when they are exposed to attractive, relevant, and informative digital promotions through the ZUS Coffee mobile application. In addition, perceived e-convenience (H4) is also found to significantly and positively influence customer e-satisfaction (β = 0.372, p < 0.001), indicating that ease of use, time efficiency, and convenience of the application enhance customers' overall satisfaction with the digital service experience.

For customer e-loyalty, several hypotheses are supported. e-Service quality (H5) shows a significant positive effect on customer e-loyalty (β = 0.283, p < 0.05), implying that reliable and high-quality digital services encourage customers to remain loyal to the ZUS Coffee application. Similarly, online price transparency (H6) has a significant positive influence on customer e-loyalty (β = 0.208, p < 0.05), suggesting that clear and transparent pricing strengthens customers' long-term loyalty intentions. Furthermore, digital promotion exposure (H7) positively affects customer e-loyalty (β = 0.311, p < 0.05), indicating that promotional activities not only enhance satisfaction but also motivate continued usage and loyalty.

In contrast, several hypotheses are not supported. e-Service quality (H1) does not significantly predict customer e-satisfaction (β = –0.132, p > 0.05), and online price transparency (H2) also shows no significant effect on customer e-satisfaction (β = 0.101, p > 0.05). Additionally, perceived e-convenience (H8) exhibits a significant negative relationship with customer e-loyalty (β = –0.214, p < 0.05), suggesting that while convenience improves satisfaction, it does not necessarily translate into stronger long-term loyalty. Finally, customer e-satisfaction (H9) does not have a significant direct effect on customer e-loyalty (β = 0.180, p > 0.05), indicating that satisfaction alone is insufficient to directly predict loyalty in the digital service context of ZUS Coffee.

Table 3. Regression Analysis

Independent Variables	Customer e-Satisfaction	Customer e-Loyalty
e-Service Quality	-0.132	0.283*
Online Price Transparency	0.101	0.208*
Digital Promotion Exposure	0.576***	0.311*
Perceived e-Convenience	0.372***	-0.214*
Customer e-Satisfaction		0.180
R-Square	0.769	0.545
F-Value	146.031	41.734

Durbin-Watson Statistic	2.226	1.815

Note. N=180; $^{*}p < 0.05$, $^{**}p < 0.01$, $^{***}p < 0.001$. Standardized coefficients Beta are reported.

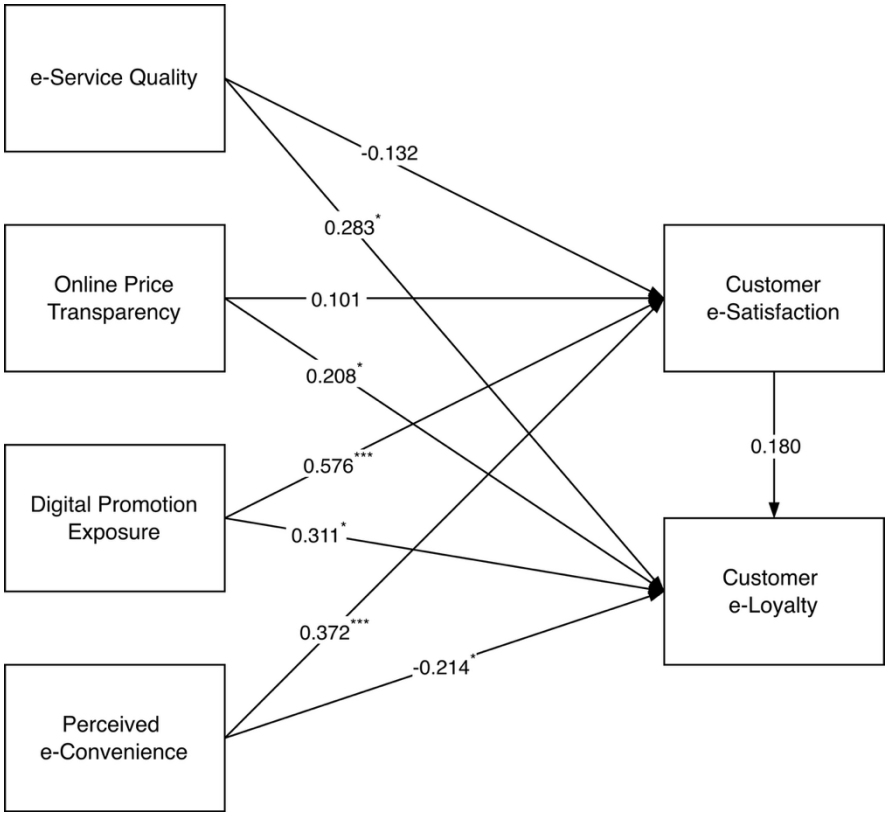

Figure 2. Overview Result

DISCUSSION

This study provides important insights into the digital factors that influence customer e-satisfaction and e-loyalty within the ZUS Coffee mobile application. This section discusses the findings in relation to the research hypotheses with existing literature.

Digital Promotion Exposure and Customer e-Satisfaction (H3)

The findings confirm that digital promotion exposure has a strong and significant positive influence on customer e-satisfaction (β = 0.576, p < 0.001). This relationship can be explained through information processing theory, which suggests that promotional exposure functions as an external stimulus shaping customers' cognitive evaluations and emotional responses toward digital services (Kim, 2019; Xu et al., 2023). When customers are exposed to relevant, timely, and informative digital promotions, they are more likely to perceive greater value from the service experience, leading to higher satisfaction. This result is consistent with prior empirical findings. For example, Putri et al. (2020) reported that price-based promotions and digital loyalty rewards significantly enhance customer satisfaction and encourage repeated usage of mobile applications. Similarly, Tan et al. (2024) emphasized that digital promotions increase perceived value and customer satisfaction by improving the attractiveness and relevance of app-based offerings. Sim et al. (2024) further noted that promotional incentives in digital environments play a crucial role in influencing customer decision-making and directly enhancing satisfaction levels. In the context of ZUS Coffee, digital promotional activities—such as seasonal beverage campaigns, mobile app–exclusive deals, and social media advertising—appear to effectively attract customers to place orders through

the mobile application. These promotional efforts may help customers feel rewarded and valued, thereby enhancing perceived value and strengthening their overall satisfaction with the application. Consequently, customers who are more frequently exposed to ZUS Coffee's digital promotions tend to report higher levels of e-satisfaction.

Perceived e-Convenience and Customer e-Satisfaction (H4)
The findings indicate that perceived e-convenience has a significant positive effect on customer e-satisfaction ($\beta = 0.372$, $p < 0.001$). This result is well supported by the TAM, which suggests that when a digital application is easy to use and operates efficiently, users are more likely to develop favorable attitudes toward it (Davis, 1987). Features such as smooth navigation, quick ordering processes, and simple checkout functions reduce the effort required from users, thereby enhancing their overall satisfaction with the application (Yadav et al., 2024). In addition, prior studies on digital service quality indicate that system efficiency and responsiveness contribute to customers' perceptions of convenience, which in turn positively influence satisfaction levels (Naini et al., 2022). These findings suggest that convenience is not only a functional attribute but also an experiential factor that shapes customers' evaluations of digital services. This result is further explained by ECT, which posits that satisfaction arises when users compare their initial expectations with actual service performance and perceive that their expectations have been met or exceeded (Bhattacherjee, 2001). By offering a mobile application that simplifies ordering procedures and reduces user effort, ZUS Coffee enables customers to save time and evaluate their service experience more positively, thereby enhancing customer e-satisfaction.

e-Service Quality and Customer e-Loyalty (H5)
The findings indicate that e-service quality has a significant positive effect on customer e-loyalty ($\beta = 0.283$, $p < 0.05$). E-service quality is a multidimensional construct encompassing reliability, responsiveness, assurance, empathy, and tangibles, all of which collectively shape customers' evaluations of digital service performance (Dotchin, 1994; Parasuraman et al., 1988). Prior studies in the fast-food industry have shown that high levels of e-service quality contribute to favorable service experiences and play an important role in maintaining long-term customer loyalty (e.g., Song et al., 2022). Higher perceived e-service quality enhances customers' confidence in the platform, leading to greater satisfaction, continued usage, and customer retention, which supports the notion that service quality performance forms the foundation of customer loyalty (Singh et al., 2021). Consistent with these findings, a study on Starbucks Malaysia confirmed that service quality has a positive and significant influence on customer loyalty (Mahato & Goet, 2020). Together, these results suggest that when digital services are reliable, responsive, and trustworthy, customers are more likely to repeatedly use the application and remain loyal to the brand.

Online Price Transparency and Customer e-Loyalty (H6)
The findings indicate that online price transparency has a significant positive effect on customer e-loyalty ($\beta = 0.208$, $p < 0.05$). Although price transparency does not significantly influence customer e-satisfaction, it appears to play an important role in strengthening customers' long-term behavioral intentions. Prior research suggests that trust and perceived honesty are critical foundations of loyalty, particularly in digital service environments (Sirdeshmukh et al., 2002). When pricing information is presented clearly and transparently, customers are more likely to trust the brand, which in turn encourages loyalty. This finding is consistent with the study by Octaviani et al. (2021), which reported that fair and transparent online pricing has a strong positive effect on customer loyalty. Transparent pricing reduces customers' concerns about being overcharged and reinforces perceptions of ethical business practices, even if such transparency does not immediately enhance satisfaction levels. In addition, Pandey et

al. (2021) found that fair pricing significantly influences consumers' purchase intentions and behavioral responses, further supporting the role of price transparency in shaping long-term customer relationships. Overall, the results suggest that ZUS Coffee's clear and transparent pricing strategy contributes to the development of customer e-loyalty by building trust and confidence in the brand's fairness, rather than by directly increasing short-term customer satisfaction.

Digital Promotion Exposure and Customer e-Loyalty (H7)
The findings indicate that digital promotion exposure significantly predicts customer e-loyalty ($\beta = 0.311$, $p < 0.05$). This suggests that promotional activities not only enhance satisfaction but also encourage long-term application usage and repeat purchasing behaviour. Prior studies have shown that appealing and informative promotional content increases customers' perceived value and strengthens their emotional connection with the service provider, ultimately leading to higher levels of loyalty (Mittal et al., 2023). Supporting this view, Lim et al. (2025) highlighted that digital marketing efforts, particularly promotional messages delivered through mobile platforms, enhance customer engagement and stimulate repeated application usage. Additional evidence from Putri et al. (2020) emphasizes that well-designed promotional strategies reinforce customers' perceived benefits and promote customer retention, a key component of loyalty in digital service contexts. Similarly, Tan et al. (2024) noted that promotional elements significantly contribute to customer satisfaction and revisit intention, aligning closely with the development of e-loyalty in mobile application environments. Collectively, these findings provide consistent evidence that greater exposure to relevant and credible digital promotions encourages sustained customer commitment and strengthens long-term e-loyalty toward the mobile application.

Perceived E-Convenience and E-Loyalty (H8)
Interestingly, perceived e-convenience is found to have a significant negative effect on customer e-loyalty ($\beta = -0.214$, $p < 0.05$). Although convenience positively influences customer e-satisfaction (H4), it does not necessarily translate into sustained loyalty. This finding suggests that while ease of use and efficiency enhance users' immediate experience, they may simultaneously lower switching barriers, making customers more willing to move to alternative applications. This result is consistent with the Unified Theory of Acceptance and Use of Technology, which posits that perceived ease of use primarily facilitates initial adoption and short-term satisfaction rather than long-term commitment (Venkatesh et al., 2003). When multiple digital platforms offer comparable levels of convenience, users may prioritize flexibility over brand attachment. This interpretation is further supported by the Value-Based Adoption Model (VAM), which explains that users evaluate digital services by balancing perceived benefits against perceived sacrifices, including effort and switching costs (Kim et al., 2007; Al-Debei et al., 2022). In mobile application environments where switching costs are relatively low, convenience alone may be insufficient to sustain loyalty. These findings imply that for ZUS Coffee, convenience should be complemented with additional value-creating mechanisms—such as personalized offers, loyalty rewards, or exclusive in-app features—to transform ease of use into deeper customer commitment and long-term e-loyalty.

Theoretical Implications
This study contributes to the digital consumer behaviour literature by showing that antecedents of customer e-satisfaction and e-loyalty may operate differently in a mobile application context. Drawing on ECT and the TAM, the findings suggest that e-satisfaction is primarily driven by value-adding digital experiences, particularly perceived e-convenience and digital promotion exposure, which likely confirm users' expectations for speed, ease, and rewards in app-based ordering. By contrast, e-service quality and

online price transparency were not significant predictors of e-satisfaction in this study, which may indicate that these features function more as baseline requirements that customers expect to be present rather than sources of additional satisfaction.

Importantly, the study also shows that customer e-loyalty is not explained by customer e-satisfaction directly, as the satisfaction–loyalty link was not significant. Instead, loyalty appears to be shaped more strongly by factors that signal the platform's reliability and fairness—such as e-service quality and price transparency—together with the continued attractiveness of digital promotions. Moreover, the negative relationship between perceived e-convenience and e-loyalty highlights a theoretically meaningful pattern: while convenience strengthens immediate satisfaction, it may also lower attachment in digital markets where alternatives are easily accessible and switching barriers are low. Overall, these results extend current understanding by suggesting that, in mobile app settings, "what delights" customers (promotions and convenience) may not fully overlap with "what retains" them (service reliability, perceived fairness, and sustained promotional value).

Practical Implications

The findings provide practical guidance for retailers such as ZUS Coffee that rely on mobile applications to maintain customer satisfaction and loyalty. First, because digital promotion exposure is significant for both e-satisfaction and e-loyalty, ZUS Coffee should continue strengthening digital engagement through seasonal campaigns, app-exclusive deals, and social media advertising. These promotional offers can create excitement and enhance customers' positive feelings toward the application, and consistent delivery of meaningful rewards can increase the perceived value of staying with the brand. Consistent with Rowi et al. (2024), ZUS Coffee can further enhance impact by adopting more targeted and personalized promotions, for example, offers tailored to past purchase behaviour, time-of-day ordering patterns, or preferred product categories.

Second, the finding on perceived e-convenience highlights a key managerial challenge. Although convenience improves customer e-satisfaction, it shows a significant negative association with e-loyalty. This suggests that convenience alone may be easily matched by competitors, making customers more willing to switch when attractive alternatives are available. Therefore, ZUS Coffee should maintain strong usability features (e.g., smooth navigation and quick checkout) while strengthening retention mechanisms that encourage continued usage. For instance, tiered loyalty programmes and milestone-based rewards can increase the perceived benefits of staying, as customers may be less willing to switch when doing so means losing accumulated points or progress, thereby strengthening customer loyalty (Xie et al., 2015).

Third, since e-service quality and price transparency significantly predict e-loyalty, ZUS Coffee should treat reliability and pricing clarity as retention priorities. Practical steps include ensuring order accuracy, stable app performance, clear breakdowns of charges, and consistent application of discounts. In addition, personalized in-app communication (e.g., notifications about relevant promotions, order updates, or price explanations) can reinforce perceptions that the brand is responsive and trustworthy. When customers perceive higher reliability and fairness, they are more likely to remain committed to the application because perceived risk is reduced and confidence in the brand increases, which in turn enhances customer loyalty (Almaiah et al., 2023).

Finally, these insights are relevant beyond ZUS Coffee. In mobile app markets where customers can switch easily, businesses should recognize that satisfaction may not automatically translate into loyalty. Sustained loyalty is more likely when digital platforms combine value-adding experiences (promotions and convenience) with strong trust

signals (service reliability and transparent pricing), thereby building a more stable and defensible customer base.

CONCLUSION

This study examined the effects of key digital service factors on customer e-satisfaction and customer e-loyalty in the context of the ZUS Coffee mobile application. Grounded in ECT and the TAM, the findings provide meaningful insights into how customers evaluate digital service experiences and how these evaluations translate into long-term behavioral outcomes.

The results indicate that digital promotion exposure and perceived e-convenience exert the strongest influence on customer e-satisfaction. This suggests that customer satisfaction in mobile application environments is driven not only by functional service performance, but also by value-added digital stimuli that reduce effort and enhance perceived benefits. These findings are consistent with prior research emphasizing that satisfaction reflects customers' holistic service experiences rather than isolated service attributes (Yo et al., 2021).

In contrast, customer e-loyalty is shaped primarily by more structural and strategic digital drivers, namely e-service quality, online price transparency, and digital promotion exposure. The results demonstrate that loyalty formation extends beyond immediate satisfaction and is instead influenced by perceptions of reliability, fairness, and sustained engagement. Notably, customer e-satisfaction does not directly predict e-loyalty, supporting the view that satisfaction alone may be insufficient to ensure long-term commitment in highly competitive digital platforms characterized by low switching costs.

Overall, this study contributes to the growing digital consumer behaviour literature by demonstrating that customer e-satisfaction and e-loyalty are driven by different antecedents within a mobile application context. From a managerial perspective, the findings suggest that businesses should complement efforts to enhance customer satisfaction with deliberate loyalty-building strategies, such as maintaining reliable digital services, ensuring transparent pricing practices, and sustaining meaningful promotional engagement. By adopting this balanced approach, firms can better secure long-term customer commitment in increasingly competitive digital service markets.

LIMITATIONS

This study has several limitations that should be acknowledged. First, the research adopts a cross-sectional design, capturing respondents' perceptions at a single point in time. As customer e-satisfaction and e-loyalty may evolve with continued usage, platform updates, and repeated digital interactions, the findings may not fully reflect changes in customer evaluations over time. Second, the sample is largely composed of young and digitally active users, which may limit the generalizability of the findings to older consumers or individuals with lower levels of mobile application usage. Customers from different demographic backgrounds may perceive digital service features, convenience, and promotional strategies differently, potentially leading to varying satisfaction and loyalty outcomes.

Third, this study focuses primarily on functional digital service factors and does not incorporate psychological constructs such as trust, perceived value, or emotional attachment. Although the findings suggest that loyalty may be shaped by trust-related mechanisms, these variables were not directly measured. Prior research indicates that customer satisfaction and loyalty are often influenced by both functional and emotional dimensions (Yo et al., 2021), and their exclusion may limit the explanatory power of the

proposed model. Finally, the study is conducted within a single brand context, namely ZUS Coffee, which may restrict the applicability of the results to other mobile-based service platforms or industries. Differences in brand positioning, competitive intensity, and digital maturity may influence how customers evaluate digital service experiences across contexts.

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