

THE INFLUENCE OF FINANCIAL TECHNOLOGY (FINTECH) CUSTOMER SATISFACTION AND LOYALTY ON THE BUYING INTEREST OF MILLENIALS IN SURABAYA DURING THE COVID-19 PANDEMIC IN 2020-2021 WHICH IS MEDITED BY CASHLESS SOCIETY

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Abstract

This study aims to analyze the effect of Financial Technology (FinTech) Customer Satisfaction and Loyalty on Millennial Buying Interest in Surabaya during the 2020-2021 Covid-19 Pandemic mediated by the Cashless Society. The data used in this study is primary data obtained from the distribution of questionnaires according to the research criteria. The method used in sampling is purposive sampling. The sample consists of 66 millennials in Surabaya. By using WarpPLS 6.0 with a significance level of 0.05. The results of this study indicate that satisfaction, loyalty, cashless society have a positive effect on buying interest. Furthermore, satisfaction, loyalty, buying interest have a positive effect on a cashless society. Cashless society mediates the effect of satisfaction and loyalty on buying interest.

Keywords: satisfaction, loyalty, buying interest and cashless society.

Background

The city of Surabaya is the second largest city in Indonesia after Jakarta, which is located in East Java Province. The city of Surabaya is one of the destinations for ongoing urbanization and is followed by an increase in community needs that trigger growth and development in all sectors, one of which is the economic sector. Being one of the metropolitan cities in Indonesia with a fairly large population density, with primary and secondary needs that must be met, this requires everything to be fast and practical.

The demands of the times are directly proportional to the advancement of the development of the world of business and technology. A strategy is needed to attract consumers in the face of increasingly competitive business competition by presenting alternative products as added value to the main

product. Consumers are also increasingly critical in making choices, so product and price are no longer the main considerations. Several other factors also influence consumer buying interest, such as service quality and loyalty. This causes more and more business innovations to emerge from various technology companies, one of which is financial technology or commonly abbreviated as FinTech. The development of fintech in Indonesia is growing rapidly, as evidenced by the emergence of many FinTech-based startup companies.

Products play an important role in determining consumer buying interest, not least in the offline and online business fields. During the COVID-19 pandemic, millennial behavior in the city of Surabaya has changed in their transactions. Millennials in Surabaya take advantage of technological developments as a transaction tool. The rapid development of

business in Surabaya has an impact on the financial technology (FinTech) industry, this encourages millennial buying interest because the use of FinTech is easy, safe, and fast. Buying interest is something personal and related to attitudes, individuals who are interested in an object will have the power or encouragement to carry out a series of behaviors to approach or get the object.(Putra et al., 2020). Millennials are the generation born between 1980 and 2000(Sugianto & Brahmin, 2018). according to(Sugianto & Brahmin, 2018) 35% of the 254.9 million people in Indonesia are millennials of productive age.

The buying interest of millennials who live in the city of Surabaya is certainly different from millennials in other cities, including their shopping behavior. In the current pandemic period, millennials prioritize the behavior of a cashless society by implementing FinTech by using e-wallet products to reduce the risk of being infected with the corona virus that sticks to money, credit cards or the hands of the person who gives or receives the money. Millennials have also been introduced to a cashless society. Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally(Katon & Yuniati, 2020).

This FinTech service increases buying interest for customers who are looking for a satisfied and loyal payment experience that is efficient in terms of speed, convenience and security. Loyalty means improving financial performance and maintaining the viability of the company, this is the main reason for a company to attract and retain customers(Products et al., 2017) while satisfaction according to Riswanto (2019) defines satisfaction as a feeling of pleasure or displeasure as a result of comparing expectations with reality (Putra et al., 2020)that customer satisfaction is the level of a consumer's feeling after comparing what he received compared to his expectations. Driven by buying interest, millennials familiarize themselves with the behavior of a cashless society with e-wallet payments. They are used to using electronic devices such as debit cards, credit cards, or electronic money(Katon & Yuniati, 2020).

The increase in buying interest in online transactions during the COVID-19 pandemic is

quite significant. Consumer behavior in shopping has begun to shift, consumers currently tend to shop online, especially since the implementation of large-scale social restrictions (PSBB). This happened when the PSBB came into effect. This proves that the pandemic period is an opportunity for digitization. By going digital, businesses can also follow developments, can meet the needs of the community so that the economy continues to move. According to news from (Liputan6.com) online shopping activity has increased from 4.7 to 28.9 percent after the Covid-19 outbreak.

Factors that affect the increase in buying interest, the first, changes in buying behavior. The second, preferring online shopping because it avoids the spread of covid-19. The culture of buying interest online is related to the use of cashless or non-cash payments during the covid-19 pandemic. One of them is based on (Bisnis.com) the condition of the COVID-19 pandemic, which was followed by the implementation of social distancing, which led to new consumer behavior, but on the one hand it opened up opportunities for banking, financial, and financial services businesses to spur marketing. These industry players can take advantage of the digital space to promote, even reach new users. At times like this, the majority of people tend to choose cashless transactions in order to maintain their health. As written information received (Bisnis.com).

From these two cases, it can be proven that during the current covid-19 pandemic, buying interest in transacting, some people, especially millennials, tend to use FinTech or non-cash (cashless) instead of choosing to transact offline. Driven by the ease of using FinTech, buying interest in online transactions is increasing. In addition, the use of FinTech can reduce the risk of being infected with the corona virus that attaches to money, credit cards or the hands of the person who handed over or received the money.

Several factors influence buying interest in transacting through Fintech. The first is loyalty, loyalty means improving financial performance and maintaining company viability, this is the main reason for a company to attract and retain consumers(Sinurat et al., 2017). Research conducted by (Widhiani & Idris,

2018) obtained the results that promotion, ease of use, consumer loyalty and quality of information had a positive effect on buying interest on the online sales site Bukalapak. In contrast to the research conducted by (Saraswati, 2019) obtained the results that customer satisfaction has a significant effect on trust, loyalty has no significant effect on purchase intention, customer satisfaction has a significant negative effect on purchase intention.

The second factor that influences buying interest is satisfaction. according to Riswanto (2019) defines customer satisfaction as a feeling of pleasure or displeasure as a result of comparing expectations with the reality of consumers. Research conducted by (Wicaksono & N. Rachma, 2017) obtained the results that there is a significant influence between consumer satisfaction and repurchase interest, the effect of consumer satisfaction on consumer repurchase interest at Distortion Merch Shop Malang is 67.7%. In contrast to the research conducted by (Hermon et al., 2017) obtained the results that large discounts have a positive and significant effect on the perception of product performance risk, security risk and satisfaction have a negative effect on purchase intention.

Several factors that affect cashless or non-cash are the first loyalty. Research conducted by Febriana (2020) obtained the results that partially security affects the decision to use gopay, promotion does not affect the decision to use gopay, customer loyalty does not affect the decision to use gopay, in contrast to research conducted by beautiful (2016) obtained the results that loyalty has a positive effect on e-banking and customer service quality at PT. Bank BNI'46 Langsa branch so that the hypothesis is accepted.

The second factor that affects cashless or non-cash is satisfaction. according to Riswanto (2019) defines customer satisfaction as a feeling of pleasure or displeasure as a result of comparing expectations with the reality of consumers. Research conducted by Brier (2020) obtained the results that there is a significant effect of service quality, consumer satisfaction and consumer trust on OVO consumer loyalty that is equal to 40.7%, in contrast to research conducted by Husain (2019) that e-Satisfaction

on merchandizing non-cash transactions has a negative effect.

In the current pandemic period, millennials prioritize the behavior of a cashless society by implementing FinTech by using e-wallet products to reduce the risk of being infected with the corona virus that sticks to money, credit cards or the hands of the person who gives or receives the money. Cashless society influences millennial buying interest in Surabaya. Based on research conducted by different from research conducted by Kusnawan (2019) that the discount factor of the e-wallet application mediates the influence of satisfaction and loyalty has a significant effect on intention to buy impulsively, in contrast to the research conducted by obtaining the results that Electronic Word of Mouth (e-WOM) has a positive effect on buying interest in Buldalk Bokkeummyeon (samyang) in people in Bandung City.

Based on the above background, research on buying interest only focuses on online shopping, while millennials today have used several financial statement (FinTech) applications to transact online, ranging from payments, purchases, and other transactions. Especially during the COVID-19 pandemic, millennials are more applying a cashless society culture with the aim of reducing the risk of being infected with the corona virus that is attached to money, credit cards or the hands of people who give or receive money. Thus, it is concluded from some of the information above shows that the focal point in This study will examine satisfaction and loyalty from the use of several financial statement applications (FinTech) that apply cashless society behavior to millennial buying interest in Surabaya.

Theoretical Foundation and Hypothesis Development

Cognitive Dissonance Theory

This theory explains how beliefs / beliefs and behavior can change attitudes. This theory views customer satisfaction and loyalty as an evaluation that gives results where the experience or performance is expected by the customer. There are four basic assumptions in cognitive dissonance theory as follows:

1. Humans have a desire for conformity in beliefs, attitudes, and behavior.
2. Dissonance is the result of psychological dissonance
3. Dissonance is a state of refusal to control people to act by being able to measure the consequences.
4. Dissonance motivates efforts to reach consumers and efforts towards dissonance reduction.

Theory of Interpersonal Behavior

The theory of interpersonal behavior was first defined by Triandis (1997). This theory argues that individuals often arrive at decisions not only through focusing solely on the cognitive aspects of the situation but also by relying on their feelings. Thus, it is proposed that influence serves as an input in the decision-making process.

This study defines influence as an emotional response to a particular situation that is based on instinctive and subconscious processes in the mind. The response and behavior of the community towards non-cash behavior will be analyzed using the theory of interpersonal behavior proposed by Triandis (1977).

Theory of Reasoned Action

The theory of interest or intention or intention has developed which initially contains the theory of reasoned action (theory of reasoned action) assuming that behavior towards an object can be estimated based on the intention to perform the behavior (Eagly and Chaiken, 1993).

Ajzen and Fishbein (1975) stated that the basic assumption of TRA is that humans are rational beings and use information systematically. Humans will consider the implications of their actions before they perform a certain behavior. This theory then becomes one of the bases in predicting interest in this study, namely predicting buying interest.

Customer satisfaction

according to Brier (2020) customer satisfaction, one of the largest marketing research categories. Whether the customer's overall attitude is based on the experience of buying a product or using a service and tends to include a post-consumption service assessment. According to Fandy Tjiptono (2014) in Sohib & Rachma (2017) Satisfaction comes from the

Latin "Satis" which means quite good, adequate and "Facio" which means to do or make: 1. Overall customer satisfaction 2. Dimensions of customer satisfaction 3. Confirmation of expectations 4. Repurchase intention 5. Willingness to recommend. Customer satisfaction is the result of an assessment from consumers that the perceived product or service can meet the expectations of these consumers. From the definition of customer satisfaction above, there are several similarities, namely regarding the components of customer satisfaction (expectations and performance / perceived results).

Customer loyalty

according to Santana & Keni (2020) states that customer loyalty is a deeply held commitment to repurchase a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause diversionary behavior. Factors that affect consumer loyalty, according to Foster (2020) states that the factors that influence a product or service are as follows: 1. Value (price and quality) 2. Image 3. Convenience and ease of getting the product.

Buying interest

Buying interest is something personal and related to attitudes, individuals who are interested in an object will have the power or encouragement to carry out a series of behaviors to approach or get the object. Son (2020). Machpudin (2020) suggested that interest Buying is something related to the consumer's plan to buy a certain product and how many units of the product are needed in a certain period. Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product.

Cashless Society

according to Priambodo & Prabawani (2016) Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally. In daily transactions, people do not use real money, but digital money (Katon & Yuniati, 2020). Cashless society is a form of habitual behavior of the surrounding community to make transactions with non-cash.

Hypothesis Development

Fintech customer satisfaction with millennial buying interest in Surabaya

Fintech customer satisfaction is one of the bases for increasing millennial buying interest in Surabaya during the COVID-19 pandemic. Through cognitive dissonance theory where beliefs / beliefs and behavior can change attitudes. Thus customer satisfaction as an evaluation that gives results where the experience or performance is expected by the customer. According to Boonlertvanic (2018) in Brier (2020) customer satisfaction, one of the largest marketing research categories. Satisfaction will arise after consumers have felt and compared their experience when using a product or service with what was expected (Oktaviani et al., 2019).

Millennial buying interest in Surabaya is one of the things that triggers customer satisfaction. Through the theory of reasoned action where the behavior of an object can be estimated based on the intention to perform the behavior. Thus, buying interest is a customer behavior where customers have a desire to buy or choose a product. Machpudin (2020) suggested that interest Buying is something related to the consumer's plan to buy a certain product and how many units of the product are needed in a certain period.

Based on research conducted by Resti et al (2016) states that consumer satisfaction has a positive effect on buying interest. From some of the opinions above, it can be it is believed that fintech customer satisfaction has a positive effect on millennial buying interest in Surabaya.

H1 = there is a positive influence on customer satisfaction *fintech* on millennial buying interest in Surabaya

Fintech customer loyalty to millennial buying interest in Surabaya

Fintech customer loyalty is one of the bases for increasing millennial buying interest in Surabaya during the COVID-19 pandemic. Through cognitive dissonance theory where beliefs / beliefs and behavior can change attitudes. Thus, fintech customer loyalty is an evaluation that provides results where the experience or performance is expected by the customer. according to Santana & Keni (2020) include that customer loyalty is a deeply held

commitment to repurchase a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause diversionary behavior.

Millennial buying interest in Surabaya is one of the things that triggers customer loyalty. Through the theory of reasoned action where the behavior of an object can be estimated based on the intention to perform the behavior. Thus, buying interest is a customer behavior where customers have a desire to buy or choose a product. Machpudin (2020) suggested that interest Buying is something related to the consumer's plan to buy a certain product and how many units of the product are needed in a certain period.

Research conducted by Santana & Keni (2020) obtained the results that loyalty has a positive effect on product purchase intention. From some of the opinions above, it can be it is believed that fintech customer loyalty has a positive effect on millennial buying interest in Surabaya.

H2 = there is a positive influence on customer loyalty *fintech* on millennial buying interest in Surabaya

Fintech customer satisfaction with millennial cashless society in Surabaya

Fintech customer satisfaction is one way to improve millennial non-cash payment behavior in Surabaya during the covid-19 pandemic. Through cognitive dissonance theory where beliefs / beliefs and behavior can change attitudes. Thus, fintech customer satisfaction is an evaluation that provides results where the experience or performance is expected by the customer. According to Boonlertvanic (2018) in Brier (2020) customer satisfaction, one of the largest marketing research categories. Satisfaction will arise after consumers have felt and compared their experience when using a product or service with what was expected (Oktaviani et al., 2019).

Cashless society is one way to increase fintech customer satisfaction. Through the theory of interpersonal behavior where influence is an emotional response to certain situations based on instinctive and subconscious processes in the mind. Thus the response from the community to the existence of non-cash behavior. according to Priambodo & Prabawani

(2016) Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally.

The results of research conducted by Oktaviani et al (2019) shows that consumer satisfaction has a strong influence on the behavior of Electronic Word of Mouth (e-WOM). From some of the opinions above, it can be believed that fintech customer satisfaction can encourage non-cash payment behavior or a cashless society

H3 = there is a positive influence on customer satisfaction *fintech* towards cashless society
Loyalty of fintech customers to millennial cashless society in Surabaya

Fintech customer loyalty is one way to improve millennial non-cash payment behavior in Surabaya during the covid-19 pandemic. Through cognitive dissonance theory where beliefs / beliefs and behavior can change attitudes. Thus, fintech customer loyalty is an evaluation that provides results where the experience or performance is expected by the customer. according to Santana & Keni (2020) states that customer loyalty is a deeply held commitment to repurchase a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause diversionary behavior.

Cashless society is one way to increase fintech customer loyalty. Through the theory of interpersonal behavior where influence is an emotional response to certain situations based on instinctive and subconscious processes in the mind. Thus the response from the community to the existence of non-cash behavior. according to Priambodo & Prabawani (2016) Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally.

Research conducted by Febriana et al (2020) shows that customer loyalty has a positive effect on the decision to use gopay on employees at PT. Bakrie Pangripta Loka Cakung, East Jakarta. From some of the opinions above, it can be believed that fintech customer loyalty has a positive effect on the cashless society.

there is a positive influence on customer loyalty *fintech* towards the millennial cashless society in Surabaya

Cashless society on millennial buying interest in Surabaya

Cashless Society is one way to increase millennial buying interest in Surabaya during the COVID-19 pandemic. Through the theory of interpersonal behavior where influence is an emotional response to certain situations based on instinctive and subconscious processes in the mind. Thus the response from the community to the existence of non-cash behavior. according to Priambodo & Prabawani (2016) Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally.

Millennial buying interest in Surabaya is one of the things that triggers non-cash payment behavior. Through the theory of reasoned action where the behavior of an object can be estimated based on the intention to perform the behavior. Thus, buying interest is a customer behavior where customers have a desire to buy or choose a product. Machpudin (2020) suggested that interest Buying is something related to the consumer's plan to buy a certain product and how many units of the product are needed in a certain period.

Research conducted K. Sari, (2020) shows that Ovo and Gopay have a positive influence on buying interest either simultaneously or partially. It can be believed that the cashless society has a positive effect on millennial buying interest in Surabaya.

H5 = there is a positive influence *cashless society* on millennial buying interest in Surabaya

Cashless society mediates the effect of customer satisfaction on millennial buying interest in Surabaya

Cashless society is one way to increase fintech customer satisfaction. Through the theory of interpersonal behavior where influence is an emotional response to certain situations based on instinctive and subconscious processes in the mind. Thus the response from the community to the existence of non-cash behavior. Priambodo & Prabawani (2016) Cashless society is a term that refers to people

who in transactions no longer use physical money, but through the transfer of financial information digitally.

Fintech customer satisfaction is one of the bases for increasing millennial buying interest in Surabaya during the COVID-19 pandemic. Through cognitive dissonance theory where beliefs / beliefs and behavior can change attitudes. Thus customer satisfaction as an evaluation that gives results where the experience or performance is expected by the customer. According to Boonlertvanic (2018) in Brier (2020) customer satisfaction, one of the largest marketing research categories. Satisfaction will arise after consumers have felt and compared their experience when using a product or service with what was expected (Oktaviani et al., 2019).

Millennial buying interest in Surabaya is one of the things that triggers fintech customer satisfaction. Through the theory of reasoned action where the behavior of an object can be estimated based on the intention to perform the behavior. Thus, buying interest is a customer behavior where customers have a desire to buy or choose a product. Machpudin (2020) argues that buying interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period.

The results of research conducted by Machpudin et al (2020) it is known that service quality has a significant effect on the interest of OVO service users, service quality and interest have a significant effect on customer satisfaction of OVO service users and service quality has a significant effect on customer satisfaction of OVO service users through interest. From some of the opinions above, it can be believed that a cashless society mediates the positive influence of satisfaction on millennial buying interest in Surabaya.

H6 = cashless society mediates the effect of customer satisfaction on millennial buying interest in Surabaya

Cashless society mediates the effect of customer loyalty on millennial buying interest in Surabaya.

Cashless society is one way to increase fintech customer loyalty. Through the theory of interpersonal behavior where influence is an

emotional response to certain situations based on instinctive and subconscious processes in the mind. Thus the response from the community to the existence of non-cash behavior. according to Priambodo & Prabawani (2016) Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally.

Fintech customer loyalty is one of the bases for increasing millennial buying interest in Surabaya during the COVID-19 pandemic. Through cognitive dissonance theory where beliefs / beliefs and behavior can change attitudes. Thus, fintech customer loyalty is an evaluation that provides results where the experience or performance is expected by the customer. according to Santana & Keni (2020) states that customer loyalty is a deeply held commitment to repurchase a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause diversionary behavior.

Millennial buying interest in Surabaya is one of the things that triggers customer loyalty. Through the theory of reasoned action where the behavior of an object can be estimated based on the intention to perform the behavior. Thus, buying interest is a customer behavior where customers have a desire to buy or choose a product. Machpudin (2020) argues that buying interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period.

The results of research conducted by Primary (2019) shows that: (1) cashback promotion and interest have an effect on digital wallet customer loyalty, (2) customer satisfaction positively affects digital wallet customer loyalty, (3) customer satisfaction significantly mediates the relationship between cashback promotion, digital wallet customer interest and loyalty (gopay and ovo), (4) the existence of a strong and positive influence between cashback promotions, and interest in customer satisfaction have an influence on the formation of digital wallet customer loyalty. From some of the opinions above, it can be concluded that the cashless society mediates the positive influence of loyalty on millennial buying interest in Surabaya.

H7 = cashless society mediates the effect of customer loyalty on millennial buying interest in Surabaya.

Research methods

Research design

This research is a descriptive quantitative research that aims to obtain data in the form of numbers and data analysis with statistical procedures. Data collection in this study was carried out by distributing online questionnaires to prospective respondents according to predetermined criteria. The population in this study are all millennial generations aged 20-40 years in the city of Surabaya. The sampling technique used is purposive sampling or sampling technique with predetermined criteria. The sample criteria used are millennials in the city of Surabaya who are interested in making transactions in FinTech-based applications on smartphones during the covid-19 pandemic. The reason for determining the sample criteria is because during the COVID-19 pandemic, millennials prefer to transact cashless. The number of samples in this study were 66 respondents.

Measurement Variable

Satisfaction

according to Riswanto (2019) defines customer satisfaction as a feeling of pleasure or displeasure as a result of comparing expectations with the reality of consumers. This variable is measured using an instrument adapted and developed from research Nopriani (2017). Then it consists of 5 indicators as follows:

- Indicators of satisfaction Reliability (ability to perform the promised service)
- Responsiveness satisfaction indicators (desire to help and provide prompt service to customers)
- Assurance satisfaction indicators (knowledge, ability, courtesy and trustworthiness of customers)
- Empathy satisfaction indicators (attention, personal service provided to customers)
- Tangibles satisfaction indicators (covering physical, equipment, personnel)

Each stage of satisfaction is measured by a Likert scale which includes: Very Dissatisfied (1), Dissatisfied (2), Average (3), Satisfied (4), Very Satisfied (5).

Loyalty

Loyalty means improving financial performance and maintaining the viability of the company, this is the main reason for a company to attract and retain customers (Foster, 2020). This variable is measured using an instrument adapted and developed from research (Nopriani, 2017). Then it consists of 3 indicators as follows:

- Report Purchase Indicator (loyalty to product purchases)
- Retention indicator (resistance to negative influences)
- Referalls indicator (referencing the total existence of the company)

Each stage of loyalty is measured by a Likert scale which includes: Strongly Disagree (1), Disagree (2), Average (3), Agree (4), Strongly Agree (5).

Buying interest

Buying interest is something personal and related to attitudes, individuals who are interested in an object will have the power or encouragement to carry out a series of behaviors to approach or get the object. (Putra et al., 2020). This variable is measured using an instrument adapted and developed from research (Mustomi et al., 2020). Then it consists of 4 indicators as follows:

- Transactional buying interest indicator
- Referential buying interest indicator
- Preferential buying interest indicator
- Explorative buying interest indicator

Each stage of loyalty is measured by a Likert scale which includes: Strongly Disagree (1), Disagree (2), Average (3), Agree (4), Strongly Agree (5).

Cashless society

Cashless society is a term that refers to people who in transactions no longer use physical money, but through the transfer of financial information digitally, in daily transactions, people do not use real money, but digital money (Katon & Yuniati, 2020). Then it consists of 3 indicators as follows:

- Electronic money information indicator
- Indicator of the benefits of electronic money
- Electronic money interest indicator

Each stage of cashless society is measured by a Likert scale which includes: Strongly Disagree (1), Disagree (2), Average (3), Agree (4), Strongly Agree (5).

Results

Hypothesis testing in this study using Structural Equation Modeling (SEM) with the alternative method Partial Least Square (PLS) using WarpPLS 6.0 software. The following are the results of hypothesis testing in this study.

Figure 1.1
Direct Relationship Estimation (KP and LY \rightarrow MB)

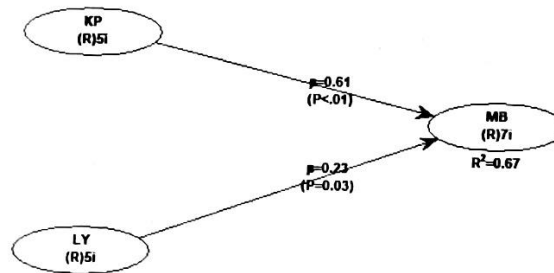
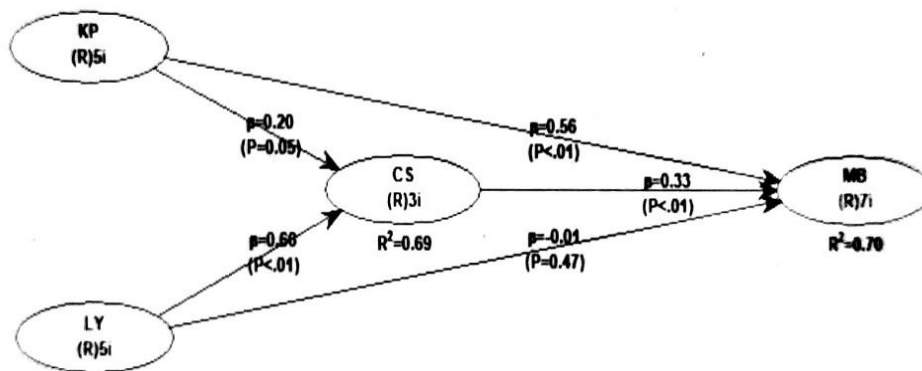


Figure 1.2
Indirect Relationship Estimation (Full Model)



Figures 1.1 and 1.2 above describe the results of hypothesis testing in this study. Figure 1.1 shows the results of a direct test between the ethical culture of the organization and the prevention of accounting fraud. While Figure 1.2 is the result of testing the full model or testing the hypothesis after adding the mediating variables of moral reasoning and integrity. The following is a discussion of the research hypotheses in this study.

There are 7 hypotheses in this study. The first hypothesis shows that the impact of customer satisfaction on buying interest shows significant results with a path coefficient value of 0.56 and p-value < 0.1. Based on this, it can be concluded that customer satisfaction has a positive effect on buying interest so that it

supports hypothesis 1 proposed. This is in line with the proposed research. Through cognitive dissonance theory where trust / belief can change customer attitudes where customer satisfaction is an evaluation of the results of customer experience to be interested in repurchasing. If the customer already believes in a product, it will lead to high satisfaction. This means that the higher the customer satisfaction, the higher the interest to repurchase Surabaya millennials in fintech applications.

The result of the next test is the effect of customer loyalty to purchase intention showed significant results with a path coefficient value of 0.47 and a p-value of 0.01. Based on this, it can be concluded that customer loyalty has an effect in line with research conducted by Santana

& Keni (2020) and (Widhiani & Idris, 2018) which states that customer loyalty has a positive effect on buying interest. Through cognitive dissonance theory explains that loyalty can change a person's behavior and provide results according to the experience felt by the customer. If the customer is loyal and committed or does not want to switch to another product, it will lead to high loyalty. This means, the higher the loyalty, the higher the interest in buying back Surabaya millennials in fintech applications.

The effect of customer satisfaction on a cashless society shows significant results with a path coefficient value of 0.20 and a p-value of 0.05. Based on this, it can be concluded that satisfaction has a positive effect on buying interest so that it supports hypothesis 3 proposed. This is in line with research conducted by Oktaviani et al (2019) and Brier (2020) which states that customer satisfaction has a positive effect on a cashless society. Through the theory of interpersonal behavior explains that this theory can influence emotional responses to certain situations based on instinctive and subconscious processes in the human mind. This can be attributed to conditions during the COVID-19 pandemic. Millennials are more confident and prefer to transact using cashless (cashless) than cash because of its practical use and can reduce the risk of getting the corona virus attached to money. This means, the higher the customer satisfaction, the higher the cashless society for millennials in Surabaya.

The result of the next test is the effect of customer loyalty on a cashless society showing significant results with a path coefficient value of 0.68 and a p-value < .01. Based on this, it can be concluded that loyalty has a positive effect on cashless society so that it supports the proposed 4th hypothesis. This is in line with research conducted by Febriana et al (2020) and Beautiful (2016) which states that customer loyalty has a

positive effect on a cashless society. Through the theory of interpersonal behavior explains that this theory can influence emotional responses to certain situations based on instinctive and subconscious processes in the human mind. This can be related to conditions during the COVID-19 pandemic, so millennials prefer and are committed to transacting using cashless money (cashless) compared to cash because its use is practical and can reduce the risk of getting the corona virus attached to money. This means, the higher the customer loyalty, the higher the cashless society for millennials.

The effect of buying interest on cashless society shows significant results with a path coefficient value of 0.33 and p-value < .01. Based on this, it can be concluded that buying interest has a positive effect on cashless society so that it supports hypothesis 5 proposed. This is in line with research conducted by K. Sari, (2020) and Dewantara (2021) which states that buying interest has a positive effect on a cashless society. Through the theory of reasoned action or the theory of reasoned action assumes that the behavior of an object can be estimated based on the intention or desire. This is in line with buying interest, which is a customer behavior where customers have a desire to buy or choose a product by implementing a cashless society or non-cash behavior in fintech applications. In addition to its practical use, a cashless society can reduce the risk of spreading the corona virus. This means that the higher the millennial buying interest in Surabaya, the higher the cashless society.

To discuss the results of testing the sixth and seventh hypotheses, we have to do calculations using the VAF method. The following is a summary of the VAF calculation.

Table 1.1 Results of the Mediation Hypothesis VAF Calculation

Indirect Relationship (Figure 4.3)		
KP→CS→MB	0.20*0.33	0.066
LY→CS→MB	0.68*0.33	0.2244
Total Indirect Relationship		0.2904

Direct Relationship (Figure 4.3)			
CS→MB	0.33		
Total Direct Relationship			0.33
Total Relationship = 0.2904			
VAF (KP→CS→MB)	<u>Indirect Relationship</u> Total Relationship	<u>0.066</u> 0.2904	0.23
VAF (LY→CS→MB)	<u>Indirect Relationship</u> Total Relationship	<u>0.066</u> 0.2904	0.77

Source: data processed by researchers with Warp PLS 6.0, (2021)

Table 1.1 above is a summary of the calculations for the proposed mediation hypothesis. From table 1.1 above, it can be seen that the results of the calculation of VAF $KP \rightarrow CS \rightarrow MB$ is 0.23 which means that the cashless society partially mediates the effect of satisfaction on buying interest. The results of testing this hypothesis indicate that satisfaction can have a direct effect on buying interest through a cashless society. This is in line with research conducted by Kusnawan (2019) which states that a cashless society mediates the effect of customer satisfaction on buying interest. With the conditions during the COVID-19 pandemic, millennials prefer to transact using cashless than cash. In addition to its practical and safe use, cashless also reduces the risk of being exposed to the corona virus, so fintech customers implement a cashless society in their transactions. So, if the customer already believes and believes in a product in the fintech application, then there is the convenience of transacting using cashless, the higher the interest in buying.

Table 1.1. above also presents the results of the VAF LY test $\rightarrow CS \rightarrow MB$ of 0.77 means that integrity partially mediates the influence of organizational ethical culture on the prevention of accounting fraud. The results of this test are almost the same as the previous mediation hypothesis testing, namely the mediation effect is only partial. These results indicate that loyalty can have a direct effect on buying interest through a cashless society. This is in line with research conducted by Kusnawan (2019) which states that a cashless society mediates the effect of customer loyalty on buying interest. With the conditions during the

COVID-19 pandemic, millennials prefer to transact using cashless than cash. In addition to its practical and safe use, cashless also reduces the risk of being exposed to the corona virus, so fintech customers implement a cashless society in their transactions. So, if the customer is comfortable and doesn't want to change to a product in the fintech application, then there is the convenience of transacting using cashless, the higher the buying interest.

Conclusion

This study aims to investigate the effect of cashless society mediation on the effect of satisfaction and loyalty on purchase intention. This study also examines the direct effect of satisfaction and loyalty on purchase intention. In addition, it examines the effect of satisfaction and loyalty on a cashless society. As well as testing the direct effect of cashless society on buying interest. Based on the results of the discussion of the hypothesis above, it can be concluded that satisfaction and loyalty to buying interest have a significant effect, besides that satisfaction and loyalty to cashless society also have a significant effect. Cashless society mediates the effect of satisfaction and loyalty on buying interest. And the cashless society has a significant effect on buying interest.

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