

Satisfaction or Security: The Key Factor for E-Wallet Users in Klang Valley, Malaysia

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Abstract

This study examines the integration of business practices, scientific methodologies, and philosophical frameworks to understand the factors influencing consumer satisfaction in digital financial services. The research defines the problem as the need to identify determinants that drive e-wallet adoption and sustained usage among working adults. The study assumes that perceived ease of use, trust, perceived security, and service quality are key predictors of satisfaction. A quantitative methodology was employed, using structured surveys to collect data from 275 respondents in Klang Valley, Malaysia. Data were analyzed using reliability tests, correlation, and regression analysis to establish relationships between the independent variables and consumer satisfaction. The findings reveal that perceived ease of use, trust, and service quality positively influence consumer satisfaction, while perceived security does not significantly affect satisfaction. The study demonstrates that ease of use has the strongest impact on consumer satisfaction, emphasizing the importance of user-friendly interfaces and reliable services. These insights contribute to a deeper understanding of digital payment adoption from a multidisciplinary perspective, integrating business strategy, scientific analysis, and philosophical considerations of trust and human behavior. The results provide actionable recommendations for fintech providers, policymakers, and future researchers seeking to enhance user satisfaction and engagement in digital financial ecosystems.

Keywords: e-wallet adoption; satisfaction; trust; service quality; perceived ease of use

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1. Introduction

Digital financial technologies have significantly transformed the way individuals conduct financial transactions. Among these technologies, electronic wallets (e-wallets) have emerged as one of the most widely adopted digital payment tools, enabling users to store funds, transfer money, and make payments through mobile applications (Elouaourti & Ibourk, 2024). The increasing adoption of e-wallets has enhanced transaction efficiency, convenience, and accessibility for consumers worldwide. The concept of digital payments can be traced back to the 1990s, when early mobile payment systems enabled consumers to purchase products through text messaging services (Meng et al., 2024). Over time, rapid technological advancements and the expansion of internet connectivity accelerated the development of digital payment platforms (Elouaourti & Ibourk, 2024).

The emergence of online payment services such as PayPal in 1998 marked a significant milestone in the evolution of electronic payments. As smartphone usage increased globally, digital wallet services expanded further with platforms such as Google Wallet, Apple Pay, and Samsung Pay, which utilize near-field

communication technology to facilitate contactless payments (Mhlanga, 2023). In many countries, particularly China, mobile payment ecosystems led by Alipay and WeChat Pay have become deeply embedded in everyday transactions (Jing, 2023). The trend has also expanded rapidly across Southeast Asia, including Malaysia, where e-wallet services such as Touch 'n Go eWallet, GrabPay, and ShopeePay are widely used (Kumar et al., 2023). The global outbreak of COVID-19 further accelerated the adoption of digital payments. Health concerns and movement restrictions encouraged consumers to shift toward contactless transactions to minimize physical interactions. Consequently, the adoption of e-wallets in Malaysia increased substantially, with platforms such as Touch 'n Go eWallet reaching millions of users and expanding services beyond payments to include bill payments, investments, and financial management tools. Despite the rapid growth of e-wallet usage, challenges remain regarding consumer satisfaction and continued adoption. Previous studies suggest that consumer satisfaction plays a critical role in determining the sustained use of financial technologies (Al-Okaily et al., 2025). When consumers are satisfied with digital payment services, they are more likely to continue using the platform and recommend it to others. However, dissatisfaction may reduce adoption rates and limit the potential growth of e-wallet services.

Several factors have been identified as key determinants of consumer satisfaction in digital financial services. One important factor is perceived ease of use, which refers to the degree to which individuals believe that using a system requires minimal effort. According to the Technology Acceptance Model, perceived ease of use significantly influences users' acceptance of new technologies (Putri et al., 2023). In the context of e-wallets, user-friendly interfaces, intuitive navigation, and simple transaction processes can enhance user satisfaction and encourage adoption (Ashoer et al., 2024). Another critical factor is perceived security, which refers to users' confidence that their financial and personal information is protected from fraud, unauthorized access, and data breaches. Security concerns remain a major barrier to digital payment adoption, as cybercrime and fraudulent activities may undermine consumer trust in financial technology platforms (Zakariyah et al., 2023). When users perceive that security measures such as encryption, authentication, and data protection are effective, their satisfaction and willingness to adopt e-wallet services increase.

Trust is also widely recognized as an essential determinant of consumer satisfaction in digital transactions. Trust reflects users' confidence that service providers will operate reliably, transparently, and in the best interests of customers (Hanson & Ott, 2026). In fintech environments, trust is particularly important because consumers share sensitive financial information when conducting transactions (Zarifis & Cheng, 2022). In addition, service quality plays a crucial role in shaping consumer experiences with e-wallet platforms. Service quality encompasses aspects such as system reliability, responsiveness, customer support, and the overall efficiency of digital services (Moraes & Schaefer, 2026). High service quality can strengthen consumer confidence and improve satisfaction, whereas system failures, slow responses, or inadequate support may negatively affect user perceptions.

Much of the existing research concentrates on younger users such as university students, while limited studies explore the experiences of working adults, particularly within Malaysia's Klang Valley region. Given the growing importance of digital payments in Malaysia's financial ecosystem, understanding the factors influencing consumer satisfaction among working adults remains an important research area. Therefore, this study aims to investigate the factors influencing consumer satisfaction in using e-wallet services among working adults in Klang Valley. Specifically, the study examines the influence of perceived ease of use, perceived security, trust, and service quality on consumer satisfaction. By addressing this research gap, the findings of this study may provide valuable insights for fintech providers, policymakers, and businesses seeking to enhance digital payment adoption and improve customer satisfaction.

2. Literature Review and Hypotheses Development

2.1. Consumer Satisfaction

Consumer satisfaction is widely recognized as one of the most important indicators of the success of products and services in competitive markets (Al-Okaily, 2025). It reflects consumers' overall evaluation of their experience after using a product or service and represents the extent to which their expectations have been

fulfilled or exceeded. In the context of digital financial services, particularly e-wallets, consumer satisfaction plays a critical role in determining users' willingness to continue using the platform, recommend it to others, and remain loyal to the service provider (Esawe, 2022). As digital payment systems become increasingly integrated into daily financial activities, understanding the factors that contribute to consumer satisfaction has become essential for both researchers and practitioners.

E-wallet services have transformed the payment landscape by providing consumers with a fast, convenient, and cashless method of conducting financial transactions (Nurcahyo et al., 2023). Users can perform various activities such as paying bills, purchasing products, transferring funds, and making online payments using mobile applications. Despite these advantages, consumer satisfaction with e-wallet services depends on multiple factors beyond the availability of the technology itself (Muhtasim et al., 2022). Consumers evaluate their experiences based on how easy the application is to use, whether their financial information is secure, the extent to which they trust the service provider, and the quality of services they receive throughout their interactions with the platform.

The present study identifies four important determinants of consumer satisfaction in the e-wallet environment: perceived ease of use, perceived security, trust, and service quality. These variables represent technological, psychological, and service-related dimensions that collectively influence consumers' overall evaluations of e-wallet services.

2.2. Perceived Ease of Use and Consumer Satisfaction

Perceived ease of use refers to the extent to which consumers believe that using a particular technology requires minimal physical and mental effort (Aini & Parinduri, 2024). Within e-wallet services, perceived ease of use reflects consumers' perceptions regarding the simplicity of downloading the application, registering an account, navigating the interface, making payments, transferring money, and accessing various features (Visakha & Keni, 2022). An application that is easy to understand and operate enables users to accomplish transactions efficiently without requiring extensive technical knowledge or assistance. The importance of perceived ease of use has increased as e-wallet providers compete to attract users from different demographic groups with varying levels of digital literacy. While younger consumers may quickly adapt to new technologies, older users or individuals with limited technological experience often prefer applications that offer straightforward interfaces and uncomplicated procedures. A user-friendly design minimizes confusion, reduces operational errors, and encourages consumers to perform transactions confidently.

Ease of use also contributes to perceptions of convenience. Consumers increasingly value technologies that simplify daily activities and save time (Ajina et al., 2023). E-wallet applications that provide intuitive navigation, fast payment processing, and seamless integration with merchants enable users to perform financial transactions with minimal effort. Such convenience improves users' overall experiences and strengthens satisfaction with the service. Consumers who feel comfortable using the system are more confident when conducting payments or transferring money. This confidence contributes to a more enjoyable user experience and reinforces satisfaction with the e-wallet platform. Therefore, service providers should continuously improve interface design, simplify transaction processes, and ensure accessibility for users with different technological abilities. Based on these arguments, the following hypothesis is proposed.

H1: Perceived ease of use influences consumer satisfaction.

2.3. Perceived Security and Consumer Satisfaction

Perceived security represents consumers' beliefs regarding the safety of conducting financial transactions through an e-wallet platform. Since e-wallet services involve the storage of sensitive personal and financial information, consumers naturally evaluate whether adequate security measures exist to protect their accounts, payment information, and transaction records (Prawira et al., 2024). Security concerns remain one of the most influential factors affecting the adoption and continued use of digital payment technologies (Ajina et al., 2023).

Consumers frequently worry about cyber threats such as hacking, identity theft, unauthorized account access, online fraud, phishing attacks, and financial losses. These concerns may discourage individuals from fully utilizing e-wallet services if they perceive insufficient protection. Consequently, service providers invest heavily in advanced security technologies, including data encryption, biometric authentication, two-factor authentication, fraud detection systems, and secure payment gateways to enhance users' confidence.

When consumers perceive that an e-wallet platform effectively safeguards their information and financial assets, they experience lower levels of perceived risk. Reduced uncertainty encourages users to complete transactions more confidently without excessive concerns about possible security breaches (Muhtasim et al., 2022). As a result, users become more comfortable relying on the platform for both routine and high-value transactions. Perceived security also influences consumers' emotional responses toward digital payment services. Feeling protected during financial transactions creates peace of mind and reduces stress associated with online payments (Chand et al., 2025). Consumers who believe their privacy is respected and their personal information is handled responsibly are more likely to develop favorable evaluations of the service. These positive perceptions strengthen overall satisfaction. Based on that, the following hypothesis is proposed.

H2: Perceived security influences consumer satisfaction.

2.4. Trust and Consumer Satisfaction

Trust refers to consumers' confidence that an e-wallet service provider is reliable, honest, competent, and capable of consistently delivering secure financial services. Unlike traditional face-to-face transactions, digital financial services require consumers to rely on technology and service providers without direct personal interaction (Pramono et al., 2023). Therefore, trust becomes a fundamental psychological factor that influences users' willingness to engage with e-wallet platforms. Consumers develop trust through repeated positive experiences with the service provider. Accurate transaction processing, timely payment confirmations, transparent policies, reliable customer support, and responsible handling of customer information all contribute to stronger trust (Karim et al., 2022). When consumers believe that the provider consistently fulfills its commitments and acts in their best interests, they become more confident in using the platform.

Consumer satisfaction naturally increases when users consistently experience trustworthy service. Reliable system performance, ethical business practices, and transparent communication create positive service experiences that reinforce satisfaction. Conversely, incidents involving fraud, privacy violations, or unreliable service can quickly erode trust and reduce satisfaction, even if other aspects of the service remain satisfactory (Rahmawaty et al., 2021). Therefore, establishing and maintaining consumer trust should be considered a strategic priority for e-wallet providers seeking to improve customer satisfaction and encourage long-term usage. Thus, the following hypothesis is proposed.

H3: Trust influences consumer satisfaction.

2.5. Service Quality and Consumer Satisfaction

Service quality refers to consumers' overall assessment of the excellence and effectiveness of services provided by an e-wallet platform. In digital payment environments, service quality extends beyond the technical functionality of the application and includes the provider's ability to deliver reliable, responsive, accurate, and customer-oriented services throughout the user experience (Apriliani et al., 2024). Reliable service delivery is particularly important because consumers increasingly depend on e-wallets for daily financial activities (Rusdianti & Fajar, 2023). Transaction delays, application crashes, failed payments, or prolonged service interruptions can negatively affect users' experiences and reduce satisfaction. In contrast, platforms that consistently provide smooth operations strengthen consumers' confidence and enhance their perceptions of service quality.

Customer support also represents a critical component of service quality. Although digital payment systems emphasize automation, consumers occasionally require assistance when encountering technical issues,

unauthorized transactions, or account-related problems. Responsive customer service that provides timely, accurate, and effective solutions significantly improves consumers' overall experiences. Efficient complaint handling demonstrates the provider's commitment to customer welfare and strengthens satisfaction (Ihsan et al., 2026). High service quality creates positive customer experiences by ensuring that users receive dependable, efficient, and professional services throughout their interactions with the e-wallet platform (Ajina et al., 2023). These favorable experiences contribute directly to higher levels of consumer satisfaction and strengthen long-term relationships between users and service providers. Thereby, the following hypothesis is proposed.

H4: Service quality influences consumer satisfaction.

3. Methodology

This study employed a quantitative research approach to examine the factors influencing consumer satisfaction with e-wallet services among working adults in Klang Valley. A quantitative approach enables numerical data to be collected and statistically analyzed to examine relationships among variables and test the proposed hypotheses. The study investigated the effects of perceived ease of use, perceived security, trust, and service quality on consumer satisfaction. A descriptive and correlational research design was adopted, where the descriptive design was used to summarize respondents' demographic characteristics, while the correlational design examined the relationships between the independent variables and consumer satisfaction. In addition, a cross-sectional survey design was employed, with data collected from respondents at a single point in time.

Primary data were collected using a structured online questionnaire distributed through social media platforms, including WhatsApp and Instagram. Primary data refer to information collected directly from respondents to address the objectives of a specific study. The questionnaire consisted of two sections. Section A collected demographic information, including gender, age, education level, ethnicity, employment status, monthly income, and e-wallet usage background. Section B measured the study constructs, namely perceived ease of use, perceived security, trust, service quality, and consumer satisfaction, using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement items were adapted from previous studies to ensure validity and consistency.

The target population comprised working adults in Klang Valley who currently use or have previously used e-wallet services. A non-probability convenience sampling technique was employed because it enables researchers to obtain responses efficiently from readily available participants, particularly when time and resources are limited. A total of 275 respondents participated in the study. A sample size ranging from 30 to 500 respondents is generally adequate for most social science research. Therefore, the selected sample size was considered sufficient to produce reliable statistical results.

Prior to the main survey, a pilot study involving 30 respondents was conducted to evaluate the clarity and reliability of the questionnaire. Reliability was assessed using Cronbach's Alpha, where values above 0.70 indicate acceptable internal consistency. The pilot study produced Cronbach's Alpha values of 0.93 for consumer satisfaction, 0.93 for perceived ease of use, 0.90 for perceived security, 0.89 for trust, and 0.90 for service quality. Since all values exceeded the recommended threshold, the measurement scales were considered reliable for the main study.

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were first conducted to summarize respondents' demographic characteristics and provide an overview of the dataset. Reliability analysis using Cronbach's Alpha was then performed to assess the internal consistency of the measurement items. A Kolmogorov-Smirnov test was conducted to examine the normality of the data before inferential analysis. Pearson's correlation analysis was subsequently employed to determine the strength and direction of the relationships between the independent variables and consumer satisfaction. Finally, multiple regression analysis was performed to examine the influence of perceived ease of use,

perceived security, trust, and service quality on consumer satisfaction and to identify the strongest predictor of the proposed research model.

4. Results

Table 1 presents the demographic characteristics of the 275 respondents. The majority of respondents were female (60.0%) and belonged to the Generation X age group (51.64%). Nearly half of the respondents had completed SPM/O-Level education (48.73%), while most identified as Chinese (87.27%). In terms of employment, the largest proportion were full-time employees (58.18%), and the most common monthly income category was RM4,001–RM6,000 (27.64%).

Table 1. Demographic characteristics of respondents (n = 275).

Variable	Category	n	%
Gender	Female	165	60.00
	Male	110	40.00
Age Group	29–44 years (Millennials)	92	33.45
	45–60 years (Generation X)	142	51.64
	61–79 years (Baby Boomers)	41	14.91
	80–97 years (Silent Generation)	0	0.00
Highest Education Level	SPM/O-Level	134	48.73
	STPM/Foundation/A-Level	1	0.36
	Diploma	50	18.18
	Undergraduate	54	19.64
	Postgraduate	36	13.09
Ethnicity	Chinese	240	87.27
	Indian	22	8.00
	Malay	13	4.73
	Others	0	0.00
Employment Status	Full-time	160	58.18
	Self-employed	56	20.36
	Unemployed	31	11.27
	Part-time	7	2.55
	Others	21	7.64
Monthly Income	Retired	0	0.00
	RM2,000 and below	50	18.18
	RM2,001–RM4,000	41	14.91
	RM4,001–RM6,000	76	27.64
	RM6,001–RM8,000	54	19.64
	RM8,001–RM10,000	43	15.64
	RM10,001 and above	11	4.00

Table 2 presents the reliability analysis of the study variables using Cronbach's Alpha. All constructs demonstrated excellent internal consistency, with Cronbach's Alpha values ranging from .94 to .97, exceeding the recommended threshold of .70. Perceived ease of use recorded the highest reliability coefficient ($\alpha = .97$), followed by consumer satisfaction, perceived security, and trust ($\alpha = .96$ each), while service quality also demonstrated excellent reliability ($\alpha = .94$). These results indicate that all measurement scales are highly reliable and suitable for subsequent statistical analyses.

Table 3 presents the Pearson correlation coefficients among the study variables. The results indicate that all independent variables are positively and significantly correlated with consumer satisfaction ($p < .01$). perceived ease of use exhibits the strongest positive relationship with consumer satisfaction ($r = .89$), followed by trust ($r = .83$), service quality ($r = .81$), and perceived security ($r = .77$). These findings suggest that higher levels of perceived ease of use, trust, service quality, and perceived security are associated with greater consumer satisfaction among e-wallet users. Additionally, strong positive correlations were observed among the independent variables, ranging from $r = .80$ to $.89$. While these results indicate that the constructs are closely related, correlation analysis does not establish causal relationships. Therefore, multiple regression analysis was conducted to determine the individual contribution of each independent variable to consumer satisfaction.

Table 4 presents the summary of the multiple regression model. The model produced a strong correlation ($R = .91$) between the independent variables and consumer satisfaction. The coefficient of determination ($R^2 = .82$) indicates that 82% of the variance in consumer satisfaction is explained by perceived ease of use, perceived security, trust, and service quality. The adjusted R^2 remained at .82, suggesting that the model has strong explanatory power. Furthermore, the Durbin–Watson statistic of 2.26 indicates that there is no evidence of autocorrelation among the residuals, confirming that the regression model satisfies the independence assumption.

Table 2. Reliability analysis of the study variables.

Variable	Number of Items	Cronbach's α
Consumer Satisfaction (CS)	6	.96
Perceived Ease of Use (PEOU)	6	.97
Perceived Security (PS)	6	.96
Trust (T)	6	.96
Service Quality (SQ)	5	.94

Table 3. Pearson correlation analysis.

Variable	Consumer Satisfaction	Perceived Ease of Use	Perceived Security	Trust	Service Quality
Consumer Satisfaction	1.00	.89**	.77**	.83**	.81**
Perceived Ease of Use	.89**	1.00	.81**	.84**	.80**
Perceived Security	.77**	.81**	1.00	.87**	.83**
Trust	.83**	.84**	.87**	1.00	.89**
Service Quality	.81**	.80**	.83**	.89**	1.00

Note: $p < .01$ (2-tailed).

Table 4. Multiple regression model summary.

Model	R	R ²	Adjusted R ²	Standard Error of the Estimate	Durbin–Watson
1	.91	.82	.82	.45	2.26

Note: Dependent variable: Consumer satisfaction.

Table 5 presents the results of the ANOVA for the multiple regression model. The model was statistically significant, $F(4, 270) = 309.66$, $p < .001$, indicating that the independent variables collectively have a significant effect on consumer satisfaction. This result confirms that the regression model is appropriate for predicting consumer satisfaction among e-wallet users.

Table 6 presents the regression coefficients for the independent variables. Perceived Ease of Use had the strongest positive and significant influence on consumer satisfaction ($B = 0.65$, $\beta = .63$, $p < .001$), indicating that improvements in ease of use substantially increase consumer satisfaction. Trust ($B = 0.19$, $\beta = .17$, $p = .01$) and Service Quality ($B = 0.22$, $\beta = .19$, $p = .001$) also had significant positive effects on consumer satisfaction. However, Perceived Security did not significantly influence consumer satisfaction ($B = -0.05$, $\beta = -.05$, $p = .40$). These findings indicate that ease of use is the strongest predictor of consumer satisfaction, followed by service quality and trust.

Table 7 presents the results of hypothesis testing based on the multiple regression analysis. Three of the four hypotheses were supported. Specifically, Perceived Ease of Use, Trust, and Service Quality had significant positive effects on consumer satisfaction, supporting H1, H3, and H4, respectively. In contrast, Perceived Security did not significantly influence consumer satisfaction; therefore, H2 was rejected. Among the significant predictors, Perceived Ease of Use emerged as the strongest determinant of consumer satisfaction, followed by Service Quality and Trust. These findings suggest that users place greater importance on the usability, quality, and trustworthiness of e-wallet services than on security when evaluating their overall satisfaction.

Table 5. Analysis of variance (ANOVA) for the multiple regression model.

Source	Sum of Squares	df	Mean Square	F	p
Regression	253.03	4	63.26	309.66	< .001
Residual	55.16	270	0.20	—	—
Total	308.18	274	—	—	—

Table 6. Multiple regression coefficients predicting consumer satisfaction.

Predictor	B	Standard Error	β	t	p
Constant	-0.04	0.12	—	-0.36	.72
Perceived Ease of Use	0.65	0.05	.63	12.61	< .001
Perceived Security	-0.05	0.06	-.05	-0.85	.40
Trust	0.19	0.08	.17	2.51	.01
Service Quality	0.22	0.07	.19	3.23	.001

Note: Dependent variable: Consumer satisfaction.

Table 7. Summary of hypotheses testing.

Hypothesis	Path	B	p	Decision
H1	Perceived Ease of Use → Consumer Satisfaction	0.65	< .001	Accepted
H2	Perceived Security → Consumer Satisfaction	-0.05	.40	Rejected
H3	Trust → Consumer Satisfaction	0.19	.01	Accepted
H4	Service Quality → Consumer Satisfaction	0.22	.001	Accepted

5. Discussion

The findings of this study provide valuable insights into the factors influencing consumer satisfaction with e-wallet services among working adults in Klang Valley. The multiple regression analysis demonstrated that perceived ease of use, trust, and service quality significantly and positively influence consumer satisfaction, whereas perceived security does not have a significant effect. The regression model explained 82% of the variance in consumer satisfaction, indicating that the selected variables provide strong explanatory power in understanding consumer satisfaction with e-wallet services.

Among the independent variables, perceived ease of use emerged as the strongest predictor of consumer satisfaction. This finding supports the Technology Acceptance Model (TAM), which suggests that technologies that are easy to understand and operate are more likely to generate favourable user experiences and higher levels of satisfaction (Elouaourti & Ibourk, 2024). E-wallet applications with intuitive interfaces, simple navigation, and efficient transaction processes reduce users' cognitive effort and enable consumers to complete transactions quickly and conveniently. For working adults, who frequently rely on digital payment systems for everyday financial activities, ease of use becomes an important factor in enhancing satisfaction (Meng et al., 2024).

Trust was also found to have a significant positive effect on consumer satisfaction. The finding indicates that consumers who perceive e-wallet providers as reliable, honest, and dependable are more likely to be satisfied with the services received. Trust reduces uncertainty associated with digital financial transactions and provides users with confidence that their transactions will be completed accurately and securely (Karim et al., 2022). As consumers become more confident in the provider, they are more willing to continue using the service and develop long-term relationships with the platform (Septyanto et al., 2023).

Service quality was likewise found to significantly influence consumer satisfaction. This finding suggests that consumers highly value reliable system performance, prompt customer support, transaction accuracy, and efficient service delivery when evaluating e-wallet services. High-quality service reduces inconvenience, enhances the overall user experience, and increases confidence in the service provider (Ihsan et al., 2026). Since e-wallet applications are frequently used for time-sensitive financial transactions, users expect uninterrupted services and quick resolutions whenever problems occur (Ihsan et al., 2026).

In contrast, perceived security did not significantly influence consumer satisfaction. Although security remains an essential component of digital financial services, the findings suggest that it is viewed by consumers as a basic requirement rather than a factor that enhances satisfaction. Modern e-wallet users generally expect service providers to implement adequate security measures, such as encryption, authentication, and fraud protection (Chand et al., 2025). Consequently, security does not create additional satisfaction unless serious security failures occur (Prawira et al., 2024). Instead, consumers place greater emphasis on the convenience, reliability, and overall service experience provided by the e-wallet application.

The findings of this study provide several theoretical and practical implications for researchers, e-wallet service providers, and policymakers. From a theoretical perspective, the study supports the applicability of the Technology Acceptance Model (TAM) in explaining consumer satisfaction with e-wallet services. The significant influence of perceived ease of use reinforces the importance of usability in technology adoption and post-adoption behaviour. Furthermore, the study extends existing knowledge by incorporating trust and service quality as additional determinants of consumer satisfaction, demonstrating that both technological and service-related factors jointly contribute to users' satisfaction with e-wallet services. The insignificant effect of perceived security also contributes to the literature by suggesting that security may function as a baseline expectation rather than a direct determinant of satisfaction in mature digital payment environments.

From a practical perspective, the findings provide important guidance for e-wallet service providers. Since perceived ease of use was identified as the strongest predictor of consumer satisfaction, providers should continuously improve application usability by simplifying navigation, reducing transaction complexity, and enhancing overall user experience. User-friendly interfaces, faster payment processes, and intuitive application design can significantly improve customer satisfaction and encourage continued usage.

The significant influence of trust indicates that e-wallet providers should strengthen consumer confidence through transparent business practices, accurate transaction processing, reliable customer support, and effective communication. Building trust not only enhances satisfaction but also encourages long-term customer relationships and positive word-of-mouth recommendations. Similarly, the positive effect of service quality suggests that providers should prioritize system reliability, minimize service interruptions, respond promptly to customer inquiries, and continuously improve service performance. Investing in responsive customer support and maintaining stable application performance can enhance users' overall experience and strengthen customer retention.

Although perceived security was not found to significantly influence consumer satisfaction, service providers should continue maintaining high security standards because security remains a fundamental expectation for digital financial services. Continuous investment in cybersecurity, data protection, fraud prevention, and privacy safeguards is essential for preserving consumer confidence and preventing dissatisfaction, even if security alone does not directly enhance satisfaction.

6. Conclusions

This study examined the factors influencing consumer satisfaction with e-wallet services among working adults in Klang Valley by investigating the effects of perceived ease of use, perceived security, trust, and service quality. Using a quantitative research approach and multiple regression analysis, the study found that perceived ease of use, trust, and service quality significantly and positively influence consumer satisfaction, whereas perceived security does not have a significant effect. The regression model explained 82% of the variance in consumer satisfaction, indicating that the selected variables provide strong explanatory power in explaining users' satisfaction with e-wallet services. Among the four independent variables, perceived ease of use emerged as the strongest predictor of consumer satisfaction. This finding suggests that consumers place considerable importance on applications that are simple to use, easy to navigate, and capable of facilitating quick and convenient transactions. Trust and service quality were also identified as significant determinants of satisfaction, highlighting the importance of reliable services, responsive customer support, and consumer confidence in the e-wallet provider. In contrast, perceived security was not found to significantly affect consumer satisfaction, implying that users regard security as a fundamental expectation rather than a factor that enhances their overall satisfaction. The findings contribute to the understanding of consumer behavior in the digital payment environment by demonstrating that technological usability and service-related factors are more influential than security perceptions in determining consumer satisfaction. The study also provides valuable insights for e-wallet service providers, emphasizing the need to continuously improve application usability, strengthen consumer trust, and deliver high-quality services to enhance customer satisfaction and encourage long-term usage.

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