

## The Influence of Application Features and Application Usage on User Satisfaction: The Mediating Role of Transaction Convenience among Kopi Kenangan Mobile Application Users in South Jakarta

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### ABSTRACT

This study examines the influence of application features and application usage on user satisfaction, with transaction convenience serving as a mediating variable among users of the Kopi Kenangan mobile application in South Jakarta. The study aims to investigate how application-related factors contribute to user satisfaction through transaction convenience. A quantitative approach was employed using survey data collected from 200 respondents who had previously conducted transactions through the application. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that application features, application usage, and transaction convenience significantly affect user satisfaction. Furthermore, transaction convenience significantly mediates the relationships between application features, application usage, and user satisfaction. These findings highlight the importance of optimizing mobile application performance to enhance customer satisfaction in the digital food and beverage industry.

## **INTRODUCTION**

Digital technology has increasingly become a central part of how food and beverage companies interact with customers, manage service processes, and support purchasing activities. The increasing use of mobile applications has enabled businesses to provide more efficient services, improve customer engagement, and facilitate digital transactions. As digitalization continues to reshape consumer purchasing behavior, companies are increasingly relying on mobile applications to deliver seamless customer experiences and maintain competitiveness in the market (Shabrina, 2019).

One of the companies that has adopted a mobile application strategy is Kopi Kenangan, one of Indonesia's leading coffee chain brands. Through its mobile application, customers can browse products, place orders, collect loyalty points, receive promotional offers, and conduct cashless transactions. The application serves not only as a purchasing platform but also as a medium for strengthening customer relationships and enhancing service efficiency. Consequently, understanding factors that influence users' experiences and satisfaction has become increasingly important for ensuring the effectiveness of digital service delivery.

User satisfaction is a critical indicator of the success of digital applications because it reflects users' evaluations of their experiences after utilizing a service. Satisfaction occurs when users perceive that an application successfully fulfills their expectations and needs. In digital environments, satisfied users are more likely to continue using an application, recommend it to others, and develop stronger loyalty toward the service provider. According to Edvardsson (2011), customer satisfaction is closely associated with value creation and service experiences that successfully meet customer expectations. Similarly, Putra (2021) and Suwarno (2024) emphasize that user satisfaction is influenced by users' perceptions of system performance, convenience, and overall service quality.

One factor that may influence user satisfaction is application features. Application features refer to the functions and capabilities provided within an application to assist users in completing desired activities efficiently. Features such as digital payment systems, promotional programs, loyalty rewards, and user-friendly navigation can improve the overall user experience. Filman (2019) found that application features significantly contribute to customer satisfaction because users tend to evaluate applications based on the usefulness and effectiveness of the available functions. Likewise, Damayanti (2021) reported that application features positively influence users' perceptions and experiences in mobile-based services. In addition, supporting features play an important role in enhancing the usefulness and attractiveness of mobile applications (Sensuse, 2019).

Another factor associated with user satisfaction is application usage. Application usage reflects the extent to which users interact with and utilize an application in their daily activities. Frequent usage enables users to become more familiar with application functions and transaction procedures, thereby improving efficiency and reducing the effort required to complete transactions. According to the Technology Acceptance Model (TAM), actual system usage

represents users' acceptance of technology after evaluating its usefulness and ease of use (Opoku and Enu-Kwesi, 2020). Therefore, higher levels of application usage may contribute to more positive user experiences and greater satisfaction.

In addition to application-related factors, transaction convenience is an important element in digital service environments. Transaction convenience refers to users' perceptions regarding the ease, speed, and efficiency of completing transactions through a digital platform. Consumers increasingly expect transactions to be simple, secure, and accessible. Apriani (2022) reported that transaction convenience positively influences customer evaluations because users prefer systems that simplify purchasing processes and minimize transaction barriers. Similarly, Hasyim and Hutahaeon (2023) found that digital transaction services improve convenience by enabling users to conduct transactions more efficiently. Ramadania (2021) further argued that convenience is an important determinant of users' satisfaction and trust in digital service environments.

Previous studies have examined the relationships among application features, technology usage, transaction convenience, and user satisfaction. However, based on a comprehensive review of prior literature, no study has simultaneously examined the relationships among Application Features, Application Usage, Transaction Convenience, and User Satisfaction within a single research framework, particularly in the context of the Kopi Kenangan mobile application. This gap indicates the need for further investigation regarding how transaction convenience functions as a mediating mechanism between application-related factors and user satisfaction. Therefore, this study aims to analyze the effects of Application Features and Application Usage on User Satisfaction, both directly and indirectly through Transaction Convenience, among users of the Kopi Kenangan mobile application in South Jakarta. The findings are expected to contribute to the literature on mobile application adoption and user satisfaction while providing practical insights for improving digital service quality in the food and beverage industry.

## **LITERATURE REVIEW**

### **Technology Acceptance Model (TAM)**

This study is grounded in the Technology Acceptance Model (TAM), which was developed by Davis (1989) to explain how users accept and utilize technology. TAM proposes that technology adoption is primarily influenced by perceived usefulness and perceived ease of use. Users tend to adopt a system when they believe that it improves their performance and can be operated with minimal effort. According to Opoku and Enu-Kwesi (2020), TAM remains one of the most widely used frameworks for examining user acceptance of information systems and digital technologies. Recent studies continue to confirm the relevance of TAM in explaining user behavior toward mobile applications and digital services, particularly in technology-driven environments utilizing mobile platforms and electronic transactions.

In the context of the Kopi Kenangan mobile application, TAM provides a theoretical foundation for explaining how application features and application

usage influence transaction convenience and ultimately affect user satisfaction. The model suggests that when users perceive an application as useful, easy to navigate, and capable of supporting their needs, they are more likely to engage with the application and develop positive evaluations of the service.

### **Application Features**

Application features refer to the functions, services, and capabilities embedded within a mobile application that facilitate users in accomplishing specific objectives. In the *Kopi Kenangan* application, these features include online ordering, menu browsing, promotional programs, loyalty rewards, and digital payment facilities. Within the TAM framework, application features contribute to perceived usefulness because they enable users to complete activities more effectively and efficiently.

Filman (2019) argued that application features significantly influence customer evaluations because users assess an application based on the quality, usefulness, and effectiveness of its available functions. Similarly, Damayanti (2021) found that application features positively influence user perceptions and behavioral intentions in mobile-based services. Sensuse et al. (2018) further emphasized that supporting features play an essential role in improving the attractiveness and functionality of mobile applications.

Recent studies also indicate that application quality and service quality significantly influence users' evaluations of mobile applications and their overall satisfaction. Mobile applications that provide functional, responsive, and user-oriented features are more likely to create positive user experiences and strengthen customer satisfaction. Therefore, comprehensive and user-friendly application features are expected to improve transaction convenience and contribute positively to user satisfaction (Sinemus et al., 2022; Huma et al., 2025).

### **Application Usage**

Application usage refers to the extent to which users interact with and utilize an application in their daily activities. Within TAM, actual system usage reflects users' acceptance of technology after evaluating its usefulness and ease of use. Application usage can be observed through the frequency, intensity, and continuity of user interactions with an application.

According to Opoku and Enu-Kwesi (2020), users who perceive technology as useful and easy to use are more likely to engage with it continuously. Frequent usage allows users to become more familiar with application functions, transaction procedures, and navigation systems, thereby reducing uncertainty and increasing efficiency.

Sanusi (2023) found that greater utilization of mobile service applications contributes positively to user satisfaction because users perceive greater value and benefits from the application. Through repeated interactions, users gain confidence in performing transactions and become more accustomed to application procedures. Consequently, higher levels of application usage are expected to enhance transaction convenience and user satisfaction.

### **Transaction Convenience**

Transaction convenience refers to users' perceptions regarding the ease, speed, flexibility, and efficiency of completing transactions through a digital platform. Convenience has become an increasingly important dimension of digital service quality because consumers expect transactions to be completed with minimal effort and time.

Apriani (2022) reported that transaction convenience positively influences consumer evaluations because customers tend to prefer systems that simplify purchasing processes and reduce transaction barriers. Likewise, Hasyim and Hutahaeon (2023) found that digital transaction services contribute to transaction convenience by enabling users to perform activities more efficiently and flexibly. Ramadania (2021) further suggested that convenience is a key determinant of user satisfaction and trust in digital service environments.

Recent studies also demonstrate that convenience remains one of the most important factors influencing user experiences in mobile applications. Applications that offer seamless transaction processes, efficient payment mechanisms, and accessible services tend to receive more favorable evaluations from users. Therefore, users who perceive higher levels of transaction convenience are more likely to evaluate an application positively and experience greater satisfaction (Berry et al., 2002; Duarte et al., 2018; Huma et al., 2025).

### **User Satisfaction**

User satisfaction refers to the overall evaluation of users after experiencing a product or service and comparing its performance with their expectations. Satisfaction occurs when users perceive that the benefits obtained from a service meet or exceed their expectations. In digital environments, satisfaction reflects users' assessments of application performance, usability, convenience, and service quality.

Edvardsson (2011) explained that customer satisfaction is closely associated with value creation and service experiences that successfully fulfill customer needs and expectations. Similarly, Putra (2021) emphasized that user satisfaction represents users' evaluations of system performance after actual usage. Suwarno and Lie (2024) also found that application quality and system performance significantly influence users' satisfaction levels.

Recent studies on mobile applications indicate that service quality, usability, and application performance remain critical determinants of user satisfaction. Mobile applications that successfully deliver reliable services and positive user experiences are more likely to increase satisfaction and encourage continued usage. Therefore, user satisfaction is considered a critical outcome variable because satisfied users are more likely to continue using an application, recommend it to others, and develop loyalty toward the service provider (Aisy & Prasetio, 2024; Omar et al., 2021; Sharma & Sharma, 2024).

### **The Mediating Role of Transaction Convenience**

Transaction convenience may function as an intervening mechanism that explains how application features and application usage influence user

satisfaction. Applications that provide useful features and encourage active usage can simplify transaction processes, reduce user effort, and improve overall efficiency. As a result, users perceive greater convenience when conducting transactions through the application.

Previous studies have highlighted the importance of convenience in shaping customer experiences within digital environments. Ramadania (2021) found that convenience positively affects user satisfaction and trust in online services. Similarly, Apriani (2022) reported that transaction convenience contributes significantly to positive customer evaluations during purchasing activities. Hasyim and Hutahaean (2023) also demonstrated that convenient digital transaction systems enhance users' perceptions of service quality and efficiency.

When users can complete transactions quickly, securely, and without unnecessary complexity, they are more likely to develop favorable evaluations of the application. Therefore, transaction convenience is expected to mediate the relationships between application features, application usage, and user satisfaction by translating application-related benefits into more satisfying transaction experiences.

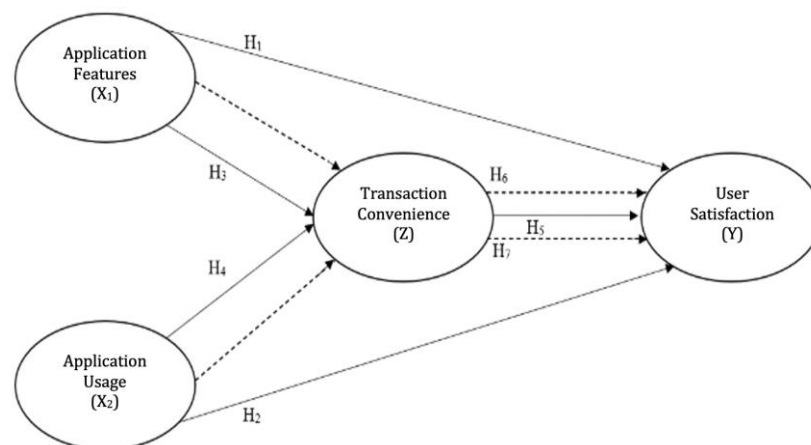


Figure 1. Conceptual Framework

- H1: Application Features have a significant effect on User Satisfaction
- H2: Application Usage has a significant effect on User Satisfaction.
- H3: Application Features have a significant effect on Transaction Convenience.
- H4: Application Usage has a significant effect on Transaction Convenience.
- H5: Transaction Convenience has a significant effect on User Satisfaction.
- H6: Application Features have a significant effect on User Satisfaction through Transaction Convenience as a mediating variable.
- H7: Application Usage has a significant effect on User Satisfaction through Transaction Convenience as a mediating variable.

## METHODOLOGY

This study employed a quantitative research approach to examine the relationships among Application Features, Application Usage, Transaction

Convenience, and User Satisfaction in the context of the Kopi Kenangan mobile application. Quantitative research is appropriate for testing hypotheses and examining causal relationships among variables using statistical procedures (Sugiyono, 2019). The population consisted of users of the Kopi Kenangan mobile application in South Jakarta. Since the exact population size was unknown, a non-probability sampling technique was employed using purposive sampling. Respondents were selected based on three criteria: (1) they had downloaded and used the Kopi Kenangan mobile application, (2) they had conducted at least one transaction through the application, and (3) they were domiciled in South Jakarta. A total of 200 valid responses were collected and analyzed. The questionnaire was distributed online through Google Form in June 2026. Based on the respondent profile, most respondents were female (151 respondents or 75.5%), aged 21–30 years (153 respondents or 76.5%), and students (158 respondents or 79%).

Data were collected through an online questionnaire distributed to respondents. The questionnaire contained measurement items representing four latent constructs: Application Features, Application Usage, Transaction Convenience, and User Satisfaction. The indicators were adapted from previous studies relevant to mobile applications, digital transactions, and user satisfaction. All items were measured using a six-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree), allowing respondents to express their perceptions without a neutral response option. The measurement indicators used in this study were adapted from previous studies and adjusted to the context of the Kopi Kenangan mobile application. The instrument consisted of four constructs, namely Application Features, Application Usage, Transaction Convenience, and User Satisfaction. The summary of variables, indicators, sources, and measurement scale is presented in Table 1.

Table 1. Measurement Indicators

<b>Variable</b>	<b>Item Codes</b>	<b>Main Indicators</b>	<b>Source</b>	<b>Scale</b>
Application Features	X1.1-X1.6	Product information access; transaction service variety; feature variety	Damayanti (2021)	1-6 Likert
Application Usage	X2.1-X2.8	Ease of recognition; navigation; information gathering; purchase	Sudjatmika (2017)	1-6 Likert
Transaction Convenience	Z1.1-Z1.10	Easy to use; easy to learn; clear; controllable; flexible	Isnawati (2020)	1-6 Likert
User Satisfaction	Y1.1-Y1.5	Suitability with needs; service totality; pleasure and convenience	Putra (2021)	1-6 Likert

All measurement items were assessed using a six-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree). The use of a six-point scale was

intended to reduce neutral responses and encourage respondents to express clearer levels of agreement or disagreement toward each statement.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was selected because it is suitable for examining complex structural relationships involving multiple latent variables and mediation effects while accommodating non-normal data distributions (Hair et al., 2022). Furthermore, recent studies continue to employ PLS-SEM in mobile application and digital service research due to its ability to simultaneously assess measurement models and structural models.

The analysis was conducted in two stages. First, the measurement model (outer model) was evaluated to assess construct validity and reliability. Convergent validity was examined using Average Variance Extracted (AVE), while discriminant validity was assessed using the Fornell-Larcker criterion. Reliability was evaluated using Cronbach's Alpha, rho\_A, and Composite Reliability. Second, the structural model (inner model) was evaluated using the coefficient of determination ( $R^2$ ), effect size ( $F^2$ ), and bootstrapping procedures to test the proposed hypotheses. The significance of the relationships among variables was determined using a 5% significance level, where hypotheses were accepted when the T-statistic exceeded 1.96 and the p-value was below 0.05 (Hair et al., 2021).

## RESEARCH RESULT

This study analyzed the relationships among Application Features, Application Usage, Transaction Convenience, and User Satisfaction using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The analysis was conducted in two main stages: evaluation of the measurement model and evaluation of the structural model. The measurement model was assessed through convergent validity, discriminant validity, and reliability testing. Meanwhile, the structural model was evaluated using the coefficient of determination ( $R^2$ ), effect size ( $F^2$ ), and hypothesis testing through the bootstrapping procedure.

### Convergent Validity Test

Convergent validity was assessed using the Average Variance Extracted (AVE). According to Hair et al. (2019), a construct demonstrates adequate convergent validity when its AVE value exceeds 0.50, indicating that the construct is able to explain more than half of the variance of its indicators. The results of the AVE analysis are presented in Table 2.

Table 2. Results of Convergent Validity Test Results (AVE)

Variable	AVE
Application Features	0.571
Application Usage	0.598
Transaction Convenience	0.593
User Satisfaction	0.637

As shown in Table 2, all constructs obtained AVE values above the recommended threshold of 0.50. Application Features obtained an AVE value of 0.571, Application Usage obtained 0.598, Transaction Convenience obtained 0.593, and User Satisfaction obtained 0.637. These results indicate that the indicators used in this study adequately represent their respective latent constructs. Therefore, convergent validity was established and the constructs were considered suitable for further analysis.

**Discriminant Validity Test**

Discriminant validity was further evaluated using the Fornell-Larcker criterion. This criterion compares the square root of the AVE of each construct with the correlations among other constructs in the model. The results are presented in Table 3.

Table 3. Results of Discriminant Validity Test Results (Fornell-Larcker Criterion)

Variable	AF	TC	US	AU
Application Features	0.756			
Transaction Convenience	0.750	0.770		
User Satisfaction	0.772	0.836	0.798	
Application Usage	0.767	0.846	0.786	0.773

Based on Table 3, the Fornell-Larcker results show that several constructs have relatively high correlations, particularly the relationships among Application Usage, Transaction Convenience, and User Satisfaction. This indicates that these constructs are closely related in the context of mobile application usage and digital transaction experiences. However, the constructs were retained in the model because they represent different theoretical dimensions. Application Usage reflects the extent to which users interact with the application, Transaction Convenience reflects users’ perceptions of ease and efficiency during transactions, and User Satisfaction reflects users’ overall evaluation after using the application. Therefore, although the Fornell-Larcker results should be interpreted carefully, the constructs remain theoretically distinct and were considered appropriate for further structural model evaluation.

**Reliability Test**

Reliability testing was conducted to assess the internal consistency of the measurement items. In this study, reliability was evaluated using Cronbach’s Alpha, rho\_A, and Composite Reliability. A construct is considered reliable when the reliability coefficient exceeds 0.70 (Hair et al., 2019).

Table 4. Reliability Test Estimation (Cronbach's Alpha)

Variable	Cronbach's Alpha
Application Features	0.812
Transaction Convenience	0.902
User Satisfaction	0.857
Application Usage	0.865

As presented in Table 4, all constructs achieved Cronbach’s Alpha values above 0.70. These results indicate that the measurement items for each construct have satisfactory internal consistency.

Table 5. Reliability Test Estimation (rho\_A)

Variable	rho_A
Application Features	0.813
Transaction Convenience	0.903
User Satisfaction	0.861
Application Usage	0.866

The rho\_A values presented in Table 5 also exceeded the recommended threshold of 0.70. This further confirms that the constructs used in this study have acceptable reliability.

Table 6. Reliability Test Estimation (Composite Reliability)

Variable	Composite Reliability
Application Features	0.869
Transaction Convenience	0.921
User Satisfaction	0.898
Application Usage	0.899

As shown in Table 6, all constructs obtained Composite Reliability values above 0.70. Transaction Convenience achieved the highest Composite Reliability value of 0.921, followed by Application Usage at 0.899, User Satisfaction at 0.898, and Application Features at 0.869. These results indicate that all constructs have strong internal consistency and are reliable for subsequent analysis.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) was used to evaluate the explanatory power of the structural model. R<sup>2</sup> indicates the proportion of variance in the endogenous variables that can be explained by the exogenous variables in the model.

Table 7. Coefficient of Determination (R<sup>2</sup>)

Variable	R <sup>2</sup>
Transaction Convenience	0.740
User Satisfaction	0.752

Table 7 shows that the R<sup>2</sup> value for Transaction Convenience is 0.740. This means that 74.0% of the variance in Transaction Convenience can be explained by Application Features and Application Usage. Meanwhile, the R<sup>2</sup> value for User Satisfaction is 0.752, indicating that 75.2% of the variance in User Satisfaction can be explained by Application Features, Application Usage, and Transaction Convenience. These findings suggest that the research model has strong explanatory power in explaining users’ transaction convenience and satisfaction with the Kopi Kenangan mobile application.

### Effect Size (F<sup>2</sup>)

Effect size analysis was conducted using F<sup>2</sup> to evaluate the relative contribution of each exogenous variable to the endogenous variables. The results are presented in Table 8.

Table 8. Effect Size (F<sup>2</sup>)

Relationship	F <sup>2</sup>
Application Features → User Satisfaction	0.126
Application Usage → User Satisfaction	0.258
Application Features → Transaction Convenience	0.097
Application Usage → Transaction Convenience	0.684
Transaction Convenience → User Satisfaction	0.258

Based on Table 8, Application Usage has the strongest effect on Transaction Convenience, with an F<sup>2</sup> value of 0.684. This indicates that Application Usage is the most dominant predictor of Transaction Convenience in the model. The effect of Application Usage on User Satisfaction and the effect of Transaction Convenience on User Satisfaction both obtained F<sup>2</sup> values of 0.258, indicating moderate contributions. Meanwhile, Application Features had smaller effects on User Satisfaction and Transaction Convenience, with F<sup>2</sup> values of 0.126 and 0.097, respectively. Although these effects are relatively smaller, they still contribute meaningfully to the proposed model.

### Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4.0. A hypothesis is supported when the T-statistic is greater than 1.96 and the p-value is less than 0.05. The results of hypothesis testing are presented in Table 9.

Table 9. Hypothesis Testing Results

Hypothesis	Relationship	T-Statistics	P-Values	Result
H1	Application Features → User Satisfaction	4.691	0.000	Accepted
H2	Application Usage → User Satisfaction	1.986	0.047	Accepted
H3	Application Features → Transaction Convenience	4.178	0.000	Accepted
H4	Application Usage → Transaction Convenience	11.479	0.000	Accepted
H5	Transaction Convenience → User Satisfaction	6.544	0.000	Accepted
H6	Application Features → Transaction Convenience → User Satisfaction	3.626	0.000	Accepted
H7	Application Usage → Transaction Convenience → User Satisfaction	5.571	0.000	Accepted

The results in Table 9 indicate that all proposed hypotheses are supported. Application Features have a significant effect on User Satisfaction, meaning that better application features contribute to higher user satisfaction. Application Usage also has a significant effect on User Satisfaction, although its significance

level is close to the 0.05 threshold. This suggests that the relationship is statistically significant but should be interpreted carefully.

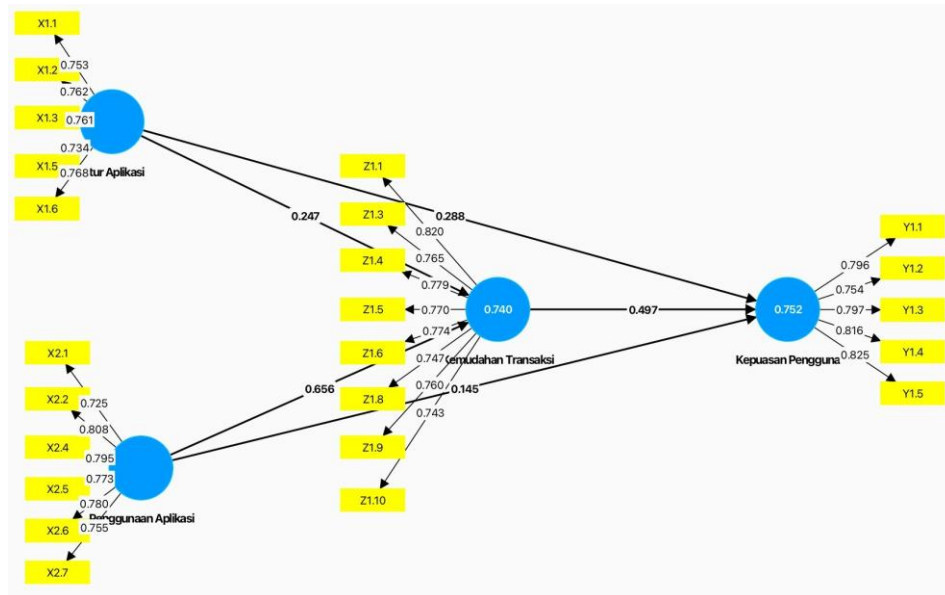


Figure 2. Hypothesis Testing Diagram

Furthermore, Application Features and Application Usage significantly affect Transaction Convenience. Among the direct relationships, Application Usage shows the strongest effect on Transaction Convenience, indicating that users who are more familiar with and actively use the application are more likely to perceive transactions as easier and more efficient. Transaction Convenience also has a significant effect on User Satisfaction, showing that users who experience easier and more efficient transactions tend to report higher satisfaction.

The indirect effect results show that Transaction Convenience significantly mediates the relationship between Application Features and User Satisfaction, as well as the relationship between Application Usage and User Satisfaction. These findings confirm that Transaction Convenience plays an important role as a mediating variable in explaining how application-related factors contribute to user satisfaction. Overall, the results suggest that improving application features and encouraging active application usage can enhance transaction convenience, which ultimately contributes to higher satisfaction among Kopi Kenangan mobile application users.

## DISCUSSION

### The Effect of Application Features on User Satisfaction

This study found that Application Features have a significant effect on User Satisfaction among Kopi Kenangan mobile application users in South Jakarta. Therefore, the first hypothesis is accepted.

The positive relationship indicates that the availability of useful, relevant, and user-friendly application features can increase users' satisfaction. Features such as online ordering, product information, promotional offers, loyalty programs, and digital payment options help users access services more efficiently

and conveniently. When users perceive that the application provides features that support their needs, they are more likely to evaluate the application positively and feel satisfied with their experience.

This finding supports the Technology Acceptance Model (TAM), which explains that users tend to develop positive attitudes toward a technology when they perceive it as useful and easy to use. In this study, application features reflect the usefulness of the Kopi Kenangan application because they assist users in completing ordering and payment activities more effectively. This result is consistent with Filman (2019), who found that application features significantly influence customer satisfaction. The finding is also supported by Damayanti (2021), who reported that application features can improve users' perceptions and behavioral responses toward mobile-based services.

Thus, it can be concluded that Application Features positively affect User Satisfaction among Kopi Kenangan mobile application users.

### **The Effect of Application Usage on User Satisfaction**

This study found that Application Usage has a significant effect on User Satisfaction among Kopi Kenangan mobile application users in South Jakarta. Therefore, the second hypothesis is accepted.

This result indicates that users who utilize the application tend to experience higher levels of satisfaction. Application usage allows users to become familiar with the application's functions, navigation, and transaction procedures. As users interact more frequently with the application, they may perceive greater benefits from the service, such as faster ordering, easier access to promotions, and more efficient payment processes.

However, this finding should be interpreted carefully because the significance value is close to the 0.05 threshold. This indicates that although Application Usage significantly affects User Satisfaction, its effect is relatively weaker compared with several other relationships in the model. In other words, using the application frequently does not automatically guarantee higher satisfaction unless the usage experience also provides clear benefits, convenience, and efficiency for users.

This finding is consistent with the Technology Acceptance Model, which explains that actual system usage reflects users' acceptance of technology after they perceive the system as useful and easy to use. The result is also in line with Sanusi and Mauritsius (2023), who found that the use of mobile service applications contributes to user satisfaction. Therefore, application usage can improve satisfaction when users perceive that the application provides value and supports their transaction needs.

Thus, it can be concluded that Application Usage positively affects User Satisfaction among Kopi Kenangan mobile application users.

### **The Effect of Application Features on Transaction Convenience**

This study found that Application Features have a significant effect on Transaction Convenience among Kopi Kenangan mobile application users. Therefore, the third hypothesis is accepted.

This finding indicates that the features available in the Kopi Kenangan application contribute to a more convenient transaction process. Features that support product browsing, online ordering, payment processing, promotional access, and loyalty programs help users complete transactions with less effort and time. As a result, users perceive the transaction process as easier, faster, and more efficient.

The result suggests that application features are not only important for attracting users, but also play a critical role in improving the convenience of digital transactions. Applications that provide relevant and functional features are more likely to reduce transaction barriers and improve the overall user experience. In the context of Kopi Kenangan, features that simplify ordering and payment activities can strengthen users' perceptions of transaction convenience.

This finding is consistent with Sensuse et al. (2018), who emphasized that supporting features enhance the functionality and usability of mobile applications. It also supports Damayanti (2021), who stated that application features can influence users' perceptions of mobile-based services. Therefore, well-designed application features can make digital transactions more convenient for users.

Thus, it can be concluded that Application Features positively affect Transaction Convenience among Kopi Kenangan mobile application users.

### **The Effect of Application Usage on Transaction Convenience**

This study found that Application Usage has a significant effect on Transaction Convenience among Kopi Kenangan mobile application users. Therefore, the fourth hypothesis is accepted.

The result indicates that users who frequently use the application perceive transactions as more convenient. Regular usage increases users' familiarity with application functions, navigation systems, ordering procedures, and payment processes. As users become more accustomed to using the application, the effort required to complete transactions decreases. This familiarity allows users to conduct transactions more quickly, confidently, and efficiently.

Among the direct relationships examined in this study, Application Usage has the strongest effect on Transaction Convenience. This indicates that repeated interaction with the Kopi Kenangan application plays an important role in shaping users' perceptions of convenience. Users who regularly use the application are more likely to understand how to access menus, apply promotions, choose payment methods, and complete orders without unnecessary difficulties.

This finding is in line with Hasyim and Hutahaeon (2023), who found that the use of mobile banking applications can improve transaction convenience by enabling users to conduct transactions more efficiently and flexibly. Therefore, encouraging users to actively use the application may strengthen their perception that transactions through the application are easy and convenient.

Thus, it can be concluded that Application Usage positively affects Transaction Convenience among Kopi Kenangan mobile application users.

### **The Effect of Transaction Convenience on User Satisfaction**

This study found that Transaction Convenience has a significant effect on User Satisfaction among Kopi Kenangan mobile application users. Therefore, the fifth hypothesis is accepted.

This result indicates that users tend to be more satisfied when they perceive transaction processes as simple, fast, flexible, and efficient. In digital service environments, convenience has become an important factor influencing customer evaluations because users increasingly expect seamless and effortless transaction experiences. When users can place orders, make payments, and complete transactions without unnecessary difficulties, they are more likely to develop positive perceptions of the application.

In the context of Kopi Kenangan, transaction convenience may be reflected in the ease of selecting products, accessing promotions, making digital payments, and picking up orders at the selected outlet. These conveniences can reduce waiting time, minimize transaction barriers, and improve the overall service experience. As a result, users who experience higher transaction convenience are more likely to report higher satisfaction.

This finding is consistent with Khasanah and Aswad (2024), who found that transaction convenience positively affects user satisfaction in digital payment services. It is also supported by Ramadania (2021), who stated that ease of transaction can influence satisfaction in online service environments. Therefore, transaction convenience is an important determinant of user satisfaction in mobile application services.

Thus, it can be concluded that Transaction Convenience positively affects User Satisfaction among Kopi Kenangan mobile application users.

### **The Effect of Application Features on User Satisfaction through Transaction Convenience**

This study found that Transaction Convenience significantly mediates the relationship between Application Features and User Satisfaction. Therefore, the sixth hypothesis is accepted.

The finding indicates that application features influence user satisfaction both directly and indirectly through transaction convenience. Useful and functional features help simplify transaction processes, which subsequently improve users' perceptions of convenience and satisfaction. This means that users do not evaluate application features solely based on their availability, but also based on how effectively those features support their transaction activities.

In the Kopi Kenangan application, features such as online ordering, digital payment options, promotional access, menu information, and loyalty programs become more valuable when they help users complete transactions easily. When these features reduce effort, save time, and simplify the purchasing process, users are more likely to feel satisfied with the application.

This finding suggests that transaction convenience serves as an important mechanism through which application features contribute to user satisfaction. Application features can increase satisfaction when they are able to create a

convenient transaction experience. Therefore, companies should not only focus on adding more features, but also ensure that each feature supports transaction efficiency and ease of use.

Thus, it can be concluded that Application Features positively affect User Satisfaction through Transaction Convenience as a mediating variable.

### **The Effect of Application Usage on User Satisfaction through Transaction Convenience**

This study found that Transaction Convenience significantly mediates the relationship between Application Usage and User Satisfaction. Therefore, the seventh hypothesis is accepted.

The result indicates that users who frequently use the Kopi Kenangan application tend to experience greater transaction convenience, which subsequently enhances their satisfaction. Repeated usage allows users to become more familiar with application procedures, available features, ordering steps, and payment methods. As familiarity increases, users require less effort to complete transactions and are more likely to perceive the application as convenient.

This finding is important because it explains why Application Usage can influence User Satisfaction more strongly when Transaction Convenience is involved. Frequent usage alone may not be sufficient to create satisfaction if the application does not provide a convenient transaction experience. However, when repeated usage enables users to complete transactions more easily and efficiently, satisfaction is more likely to increase.

This result supports the argument that transaction convenience plays a central role in connecting application usage with user satisfaction. In the context of Kopi Kenangan, encouraging users to use the application regularly should be accompanied by efforts to maintain smooth ordering, reliable payment processes, accurate order information, and efficient pick-up procedures.

Thus, it can be concluded that Application Usage positively affects User Satisfaction through Transaction Convenience as a mediating variable.

### **CONCLUSIONS AND RECOMMENDATIONS**

This study examined the effects of Application Features and Application Usage on User Satisfaction, with Transaction Convenience as a mediating variable among users of the Kopi Kenangan mobile application in South Jakarta. Based on the results of the PLS-SEM analysis, all proposed hypotheses were accepted. Application Features and Application Usage were found to have significant effects on User Satisfaction. In addition, Application Features and Application Usage significantly influenced Transaction Convenience, while Transaction Convenience also had a significant effect on User Satisfaction. The mediation results further confirmed that Transaction Convenience significantly mediates the relationships between Application Features and User Satisfaction, as well as between Application Usage and User Satisfaction.

The findings indicate that user satisfaction with the Kopi Kenangan mobile application is influenced not only by the availability of useful application features and the extent of application usage, but also by the convenience

experienced during the transaction process. Among the examined relationships, Application Usage showed the strongest contribution to Transaction Convenience. This suggests that users who frequently interact with the application tend to become more familiar with its functions, ordering procedures, and payment processes, which makes transactions easier, faster, and more efficient. Therefore, Transaction Convenience plays an important role in translating application-related factors into higher User Satisfaction.

From a theoretical perspective, this study contributes to the literature on mobile application usage, transaction convenience, and user satisfaction by integrating Application Features, Application Usage, Transaction Convenience, and User Satisfaction into a single research framework. The findings also support the Technology Acceptance Model by showing that users' evaluations of mobile applications are closely related to perceived usefulness, ease of use, and convenience during actual transactions.

From a managerial perspective, the findings provide several recommendations for Kopi Kenangan. First, the company should continuously improve application features by enhancing usability, simplifying navigation, providing accurate product information, improving digital payment options, and offering more personalized promotional programs. Second, Kopi Kenangan should encourage active application usage through loyalty programs, exclusive in-app promotions, personalized offers, and customer engagement initiatives. Third, the company should maintain a seamless, secure, and efficient transaction process by ensuring that ordering, payment, and pick-up procedures run smoothly and accurately. By implementing these strategies, Kopi Kenangan can improve customer experience, increase user retention, and strengthen its competitive position in the digital food and beverage industry.

## **ADVANCED RESEARCH**

This study has several limitations that should be acknowledged. First, the research was conducted only among users of the Kopi Kenangan mobile application in South Jakarta. Therefore, the findings may not fully represent the perceptions and behaviors of users in other regions or different demographic groups. Second, this study focused only on four variables, namely Application Features, Application Usage, Transaction Convenience, and User Satisfaction. Other factors that may influence user satisfaction, such as perceived value, trust, service quality, customer experience, brand image, customer loyalty, and repurchase intention, were not included in the research model. Third, this study employed a cross-sectional research design, where data were collected at a single point in time. As a result, the study cannot fully explain changes in users' perceptions and satisfaction over an extended period.

Future research is encouraged to expand the geographical scope by involving respondents from different cities or regions in Indonesia to improve the generalizability of the findings. Future studies may also examine other mobile applications in the food and beverage industry or compare several digital service platforms to provide broader insights into user satisfaction and technology adoption. In addition, future researchers are encouraged to include

additional variables such as perceived value, trust, service quality, customer experience, brand image, customer loyalty, or repurchase intention to develop a more comprehensive model of mobile application user behavior. Longitudinal research designs are also recommended to examine how user satisfaction evolves over time as application features, transaction systems, and digital services continue to develop.

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