

THE ROLE OF E-SATISFACTION MEDIATES CORPORATE SOCIAL RESPONSIBILITY (CSR) AND PERCEIVED USEFULNESS ON E-LOYALTY OF ONLINE TRANSPORT APPLICATION USERS IN EAST JAVA

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ABSTRACT

Corporate Social Responsibility (CSR), Perceived Usefulness, E-Satisfaction, E-Loyalty.

Original research



This study examines the mediating role of E-Satisfaction in the relationship between Corporate Social Responsibility (CSR) and Perceived Usefulness on E-Loyalty among Gojek app users in East Java. The population comprise Gojek users in East Java, with a sample of 210 Gojek users aged 18 who have used the app in the past three months and were familiar with Gojek's CSR program. Data collected through online questionnaires were analyzed using SmartPLS 4.0. Results show that CSR and E-Satisfaction significantly influence E-Loyalty, while Perceived Usefulness does not directly affect it. Both CSR and Perceived Usefulness enhance E-Loyalty through E-Satisfaction.

1. INTRODUCTION

Digitalization has penetrated all sectors of life, and the transportation sector is no exception. Along with lifestyle changes and people's openness to technology, online transportation continues to grow rapidly as a solution to practical and efficient mobility needs. The increase in interest in online transportation in Indonesia is well utilized with the emergence of various online transportation applications. Data released by Google Indonesia: e-Economy SEA 2024 (Google, Temasek, & Bain & Company; 2024). noted that the online transportation and food sector experienced growth

tendencies with a total GMV of \$9 billion in 2024, up 13% YoY, which is expected to reach a total GMV projection of \$18 billion by 2030. According to The State of Mobile 2024 (Briskman, 2024), there are five most downloaded online transportation applications in 2022-2023; the first is Online Transport, followed by Maxim, InDrive, Grab Driver, and Taxse Driver. Online Transport is the first local online transportation application in Indonesia under PT GoTo Online Transport Tokopedia Tbk. With the rapid development of Online Transport, Online Transport evolved into a "super app" or on-demand application with 20 types of services divided into three fields, namely transport and logistics,

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meal delivery and online shopping services, and payments. According to DataIndonesia.id (2022), research undertaken by the Institute for Development of Economics and Finance (INDEF) in 2022 stated that 82% of online transportation consumers use the Online Transport application. Research conducted by Laboratorium Data Fakultas Ekonomi dan Bisnis Universitas Indonesia. (2020) stated that the Online Transport ecosystem contributed to the regions in East Java, namely Surabaya and Malang, each contributing IDR 18 trillion, equivalent to 3.3% of Surabaya's GRDP and 5.1 trillion or equivalent to 7.1% of Malang's GRDP. In addition, Republika. (2020) stated that in 2020 there was an increase in the use of GoFood in East Java by 22%. Although it can maintain the overall top position in Indonesia, in fact, Online Transport experienced a 29% decrease in the number of downloads compared to 2022 (GoodStats 2024).

Corporate Social Responsibility (CSR), according to Barauskaite and Streimikiene (2021), is a form of corporate social responsibility for the impact of operational activities and welfare creation for stakeholders, which includes all related parties, including Online Transport partners and Online Transport application users. Online Transport explained that there are three CSR programs run by Online Transport and following the Sustainable Development Goals (SDGs) targets launched by the United Nations (UN), namely GoGreener (mitigating environmental impacts), GoForward (increasing social and economic opportunities), and GoTogether (creating equal opportunities and access). In recent years, CSR has become a competitive strategy enabling companies to enhance their positive reputation, customer satisfaction and brand loyalty (Islam et al., 2021). Earlier work states that CSR directly affects e-loyalty (Irmawati & Arkanta, 2022; Sutarmin et al., 2024; Utami et al., 2020) and CSR influences e-satisfaction (Hutabarat & Fitrianti, 2022; Islam et al., 2021; Sutarmin et al., 2024). Furthermore, indirectly impacts e-loyalty through the mechanism of e-satisfaction (Islam et al., 2021; Prashella et al., 2021).

Perceived usefulness reflects the belief that utilizing technology will help increase the overall productivity of users (Chatterjee & Kumar Kar, 2020). GoFood is the most favorite food delivery service with a percentage of 42.5% (Layalia & Stefani, 2023), GoSend dominates delivery services at 59.2% (Yonatan, 2003), and GoCar excels as the most popular online transportation with a percentage of 43.3% (Rainer, 2023). The more useful an application is, the more impact it will have on e-satisfaction and e-loyalty. Past studies show that perceived usefulness affects e-satisfaction and e-loyalty (Maryanto & Kaihatu, 2021; Suryatenggara & Dahlan, 2022; Yulisetiari et al., 2024e). However, there is previous research that states perceived usefulness has no impact on e-loyalty (Irawan, 2024).

Yulisetiari et al. (2021, 2022a, 2022b) define e-satisfaction as the difference between expectations and performance felt by users. Furthermore, e-satisfaction is

a major component in long-term relationships (Yulisetiari et al., 2019). Loyal users will use the same service in the future and recommend it to others. Supported by research conducted by Irmawati and Arkanta (2022), Sutarmin et al. (2024), Islam et al. (2021), Juwaini et al. (2022), Yusup & Mulyadi (2023), Rahmawaty et al. (2021), Yulisetiari et al. (2021, 2023, 2024a, 2024b, 2024c, 2024d) state that e-satisfaction impacts e-loyalty.

Yulisetiari et al. (2021, 2023, 2024a, 2024b, 2024c, 2024d) state that e-loyalty is user behavior that includes repeated use of services from the same company, choosing other types of services from the same company, and sharing positive experiences related to satisfaction with using services from a company with others. Increasing e-loyalty not only results in increased service usage and increased profits but also turns users into permanent supporters of the company (Ashiq & Hussain, 2024). Thus, the importance of paying attention to factors that can increase e-loyalty.

2. LITERATURE REVIEW

2.1 Marketing

According to Kotler and Armstrong (2012), marketing is a social and managerial process through which individuals and organizations obtain what they want and need by creating and exchanging value with others. Marketing is a social and managerial process involving a series of business activities to plan, analyze, implement, and control programs designed to create, build, and maintain beneficial value exchanges with target markets to achieve organizational goals.

2.2 Theory Acceptance Model (TAM)

The Theory of Acceptance of Technology (TAM), proposed by Davis (1989), refers to how consumers accept and utilize innovations. TAM is based on the Theory of Reasoned Action (TRA). TAM replaces the attitude variable from TRA with two factors of technology acceptance: perceived usefulness and perceived ease of use. Perceived usefulness is primarily influenced by perceived ease of use, but external factors can also play a supporting role. The TAM-2 theory by Venkatesh and Davis (2000) states that within the TAM-2 framework, there are variables that directly or indirectly influence the intention to use through perceived usefulness, which encompasses the process of social influence.

2.3 Corporate Social Responsibility (CSR)

Corporate Social Responsibility encompasses business ethics, clean technology, community development, diversity and human resources, environment, supply chain and fair trade, environmentally friendly products and services, health and welfare, human rights, and

corporate contribution (Hutabarat & Fitrianti, 2022). CSR is a form of corporate responsibility for the impact on the environment and society (Barauskate & Stremikiene, 2021). Corporate Social Responsibility (CSR) has several indicators according to Islam et al. (2021), namely:

- a. Sustainability Society
- b. Trustworthy
- c. Contribution to Charities
- d. Ethical Commitment

2.4 Perceived Usefulness

Perceived usefulness, according to Davis (1989) is an intangible form or measure where users have confidence that the use of technology can improve overall user performance. Perceived usefulness refers to the user's conviction that adopting a new digital system will enhance their work productivity and performance. As stated by Yulisetiari et al. (2023), Indicators of perceived usefulness are:

- a. Useful
- b. Easier
- c. Performance
- d. Effectiveness
- e. Work Quickly

2.5 E-Satisfaction

E-satisfaction or electronic satisfaction, as stated by Rodriguez et al. (2020), is the difference between expectations before using the service and post-use assessment of the service. When consumer expectations are met, achieved, or not achieved, only then can the level of consumer satisfaction be measured (Utami et al., 2020). Satisfaction has a big impact on the long-term success of a company. Yulisetiari et al. (2024d) state that if the perceived performance is above expectations, there will be a sense of satisfaction in the user. According to Yulisetiari et al. (2024d), indicators of customer satisfaction include:

- a. Experience
- b. Expectations
- c. Overall Satisfaction

2.6 E-Loyalty

E-loyalty or loyalty based on Oliver (2014) is stated as the user's commitment to reuse the selected product or service consistently in the future, regardless of the influence of the situation or competitor promotions (Sutarmin et al., 2024). Consumers will continue to buy or use even though there are changes made by the company because consumers have committed to remaining loyal to the company (Irmawati & Arkanta, 2022). Loyalty indicators according to Yulisetiari et al. (2024b) are:

- a. Repeat Purchase
- b. Recommended friends
- c. Say positive things

3. CONCEPTUAL FRAMEWORK

This study analyzes the relationships and influences among the variables under investigation.

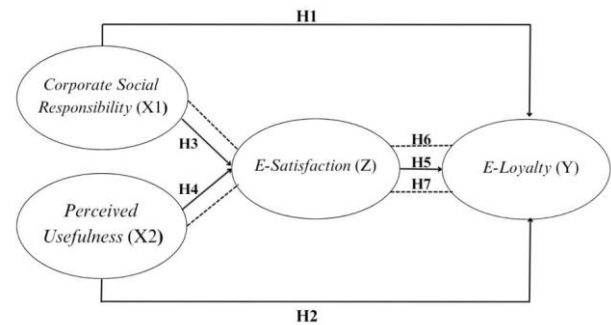


Figure 1. Conceptual framework

The conceptual framework of this study is illustrated as follows on Figure 1.

3.1 Hypothesis Development

3.1.1 Effect of CSR on E-Loyalty

Corporate Social Responsibility (CSR), when carried out voluntarily by companies, helps enhance the company's positive image, which fosters loyalty among consumers, a finding supported by previous research indicating that Corporate Social Responsibility (CSR) has a significant effect on customer satisfaction (Utami et al., 2020; Irmawati & Arkanta, 2022; Sutarmin et al., 2024).

H₁: Corporate Social Responsibility (CSR) has a significant effect on customer loyalty

3.1.2 Effect of Perceived Usefulness on E-Loyalty

An individual will use a technology if they perceive it to be beneficial; conversely, an individual will not use a technology if they perceive it to have no impact (Maryanto & Kaihatu, 2021). Perceived benefits lead to continuous use, which indicates that users have become loyal to the technology, consistent with previous research stating that Perceived Usefulness has a significant effect on e-loyalty (Maryanto & Kaihatu, 2021; Suryatenggara & Dahlan, 2022).

H₂: Perceived Usefulness has a significant effect on e-loyalty

3.1.3 Effect of E-Satisfaction on E-Loyalty

E-satisfaction, or satisfaction among users of electronic services, is a goal sought by every consumer. Satisfaction represents expectations that are met or exceeded after using the service; when consumers are satisfied, they will continue to choose that service, which indicates consumer loyalty. This is supported by previous research indicating that e-satisfaction has a significant effect on e-loyalty (Sutarmin et al., 2024; Islam et al., 2021).

H₃: E-satisfaction has a significant effect on e-loyalty

3.1.4 Effect of CSR on E-Satisfaction

Corporate Social Responsibility (CSR) is a program that

offers many benefits to companies. In addition to complying with legal regulations regarding social responsibility, companies can also enhance their corporate image. This is because consumers also consider the role of companies that care about the environment and society. The better a company's reputation, the greater the increase in customer satisfaction, which aligns with previous research indicating that Corporate Social Responsibility (CSR) has a significant effect on e-satisfaction (Islam et al., 2021; Sutarmin et al., 2024).
H4: Corporate Social Responsibility (CSR) has a significant effect on e-satisfaction

3.1.5 Effect of Perceived Usefulness on E-Satisfaction

Perceived Usefulness refers to the extent to which users believe that the use of technology helps increase their productivity (Chatterje & Kumar Kar, 2020). An individual will use technology if they perceive benefits from its use. Conversely, a person will not use technology if they do not perceive benefits from it (Maryanto & Kaihatu, 2021); when users perceive benefits from technology and their expectations are met, this creates satisfaction, which is consistent with previous research stating that Perceived Usefulness influences E-Satisfaction (Suryatenggara & Dahlan, 2022; Yulisetiarni et al., 2024e).

H5: Perceived usefulness has a significant effect on e-satisfaction

3.1.6 Effect of CSR on E-Loyalty through E-Satisfaction

The implementation of Corporate Social Responsibility (CSR) represents a company's efforts and commitment to participate in sustainable economic development in order to improve quality of life and create a beneficial environment (Oktaviana & Das Prena, 2020). This commitment, realized through corporate programs, will increase consumer awareness regarding the company's image, which in turn influences consumer satisfaction. Satisfaction that aligns with consumer expectations will impact consumer loyalty. Previous research indicates that CSR only influences e-satisfaction; however, this influence does not have an indirect effect on e-loyalty (Sutarmin et al., 2024).

However, some previous studies have indicated that Corporate Social Responsibility (CSR) has a significant effect on E-Loyalty through E-Satisfaction (Islam et al., 2021; Prashella et al., 2021).

H6: Corporate Social Responsibility (CSR) has a significant effect on E-Loyalty

3.1.7 Effect of Perceived Usefulness on E-Loyalty through E-Satisfaction

Perceived Usefulness is a key metric in technology adoption.

When a technology is perceived as beneficial, users' expectations will be met, which in turn will influence user satisfaction. Users who feel satisfied with a technology will continue to use it, indicating user loyalty

toward that technology; thus, Perceived Usefulness will indirectly impact E-loyalty through E-Satisfaction, consistent with previous research stating that there is an indirect effect of Perceived Usefulness on E-Loyalty via E-Satisfaction (Maryanto & Kaihatu, 2021; Suryatenggara & Dahlan, 2022).

H7: Perceived Usefulness has a significant effect on E-Loyalty via E-Satisfaction

4. METHODOLOGY

4.1 Research Design

This study employs explanatory research, a research method aimed at explaining the roles of the variables under study and identifying the relationships between them (Sugiyono, 2020). Meanwhile, according to Naresh et al. (2017), this research method is used to accept or reject a research hypothesis (Sudaryanto et al., 2022).

4.2 Population and Sample

The population of this study was Online Transport application users in East Java. Data collection uses a Non-Probability Sampling method with a Purposive Sampling technique, with the criteria that respondents are at least 18 years old, domiciled in East Java Province, have used Online Transport application services in the last three months, and know the Online Transport CSR program. Primary data were gathered through online questionnaires distributed by Google Forms.

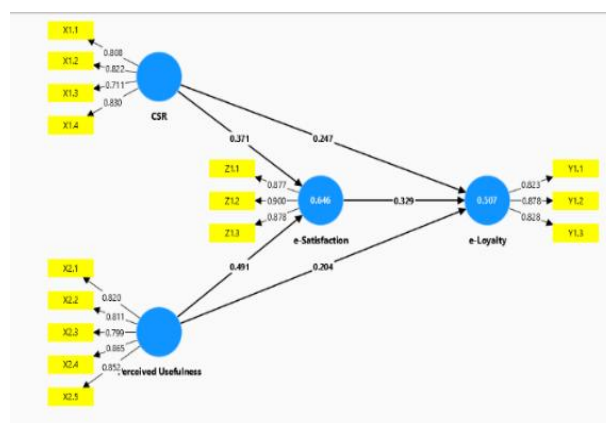


Figure 2. Path Diagram

This paper applies an explanatory methodology to analyse the relationships and influences between the variables. The analysis method in this research uses the partial least squares analysis method using the SmartPLS 4.0 application with a sample of 210 respondents (Figure 2).

5. RESULTS

The final sample included 210 respondents, most of whom were female (84.8%), aged 18–28 (97.6%), and

students (89.5%). Most had a monthly income of Rp0–2,500,000 (87.1%), resided in Jember City (51.4%), and had completed high school or an equivalent level of education (77.1%). GoFood was the most frequently used service, at 59%.

5.1 Outer Model (Measurement Model)

The Measurement Model (Outer Model) is used to ensure that the measurements employed are valid and reliable. The tests conducted as part of the outer model are as follows:

5.1.1 Validity Test

Validity testing in this study was conducted by calculating convergent validity and discriminant validity. A validity test was conducted to determine whether the data collected from the questionnaires used as a measurement tool for the research variables were valid.

Table 1. Convergent Validity Test Result

Fornell – Larcker Criterion				
	CSR	Perceived Usefulness	E-Loyalty	E-Satisfaction
CSR	0,794			
Perceived Usefulness	0,736	0,830		
E-Loyalty	0,638	0,637	0,843	
E-Satisfaction	0,732	0,764	0,666	0,885

Convergent validity aims to measure the validity of an indicator as a measure of a variable by examining the Average Variance Extracted (AVE) value. According to Hair et al. (2021: 78), the minimum acceptable AVE value is ≥ 0.50 . An AVE of ≥ 0.50 indicates that the construct explains 50 percent or more of the variance in its indicators, as can be seen in the SmartPLS 4.0 software.

Based on Table 1, it can be seen that all Average Variance Extracted (AVE) values are above 0.5; therefore, all indicators in this study's variables can be considered valid.

Table 2. HTMT Result

Hypothesis	Heteroit-Monotrait Ratio of Correlations (HTMT)		Information
	Score	Rule of Thumb	
Perceived Usefulness – CSR	0,862	<0,90	Valid
E-Loyalty – CSR	0,796	<0,90	Valid
E-Loyalty – Perceived Usefulness	0,750	<0,90	Valid
E-Satisfaction – CSR	0,875	<0,90	Valid
E-Satisfaction – Perceived Usefulness	0,863	<0,90	Valid
E-Satisfaction – E-Loyalty	0,799	<0,90	Valid

The validity of the construct was assessed to ensure that the construct comprising latent variables in the study did not exhibit any overlap, as determined by the Heteroit-Monotrait Ratio of Correlations (HTMT). The criterion

used was that if the HTMT value was <0.90 , the data could be considered valid (Hair et al., 2021: 80).

Based on Table 2, it can be seen that all HTMT values are above 0.90; therefore, all variables in this study can be considered valid.

In addition to using the HTMT value as the primary method for assessing discriminant validity, Hair et al. (2021: 78) also mention the use of the Fornell–Larcker Criterion to assess discriminant validity by comparing the square root of the AVE values across constructs.

Table 3. Fornell – Larcker Criterion

Variable	Average Variance Extracted (AVE)		Information
	Score	Rule of Thumb	
Corporate Social Responsibility (CSR) (X ₁)	0,630	$\geq 0,50$	Valid
Perceived Usefulness (X ₂)	0,688	$\geq 0,50$	Valid
E-Satisfaction (X ₃)	0,711	$\geq 0,50$	Valid
E-Loyalty (X ₄)	0,783	$\geq 0,50$	Valid

Table 3, shows that the square root of the AVE for each construct is higher than the correlation between that construct and any other construct. This means that discriminant validity, as determined by the Fornell–Larcker Criterion, is satisfied.

5.1.2 Reliability Test

A reliability test was conducted to determine the extent to which the indicators comprising a latent variable construct are interrelated; in this study, the test was conducted by examining the composite reliability calculations. The reliability test using composite reliability was conducted by examining the rho-c composite reliability, rho-A composite reliability, and Cronbach's alpha values, with a minimum threshold of ≥ 0.70 for each measure (Table 4).

Table 4. Reability Test Result

	Cronbach Alpha	Composite Reliability rho-A	Composite Reliability rho-c	Information
CSR	0,804	0,811	0,872	Reliable
Perceived Usefulness	0,887	0,893	0,917	Reliable
E-Loyalty	0,797	0,801	0,881	Reliable
E-Satisfaction	0,862	0,862	0,916	Reliable

Based on Table 4, it can be seen that the composite reliability (rho-c), composite reliability (rho-A), and Cronbach's alpha values for each construct variable are ≥ 0.70 , so they can be considered reliable.

5.2 Inner Model

An inner model is a measurement model that describes the relationships between constructs. In this study, the direct effects namely Corporate Social Responsibility and Perceived Usefulness (X) will influence E-Satisfaction (Z) and E-Loyalty (Y). Meanwhile, indirect

effects occur when Corporate Social Responsibility and Perceived Usefulness (X) influence E-Loyalty (Y) through E-Satisfaction (Z). In the analysis using smartPLS, the inner model was evaluated by examining several metrics, including collinearity assessment, R-squared, F-squared, and Q-squared (Hair et al., 2021: 117).

5.2.1 Multicollinearity Assessment

This test is conducted to determine whether multicollinearity exists in the research model by examining the VIF values, which should be < 5 ; it is even better if the VIF is < 3 , indicating that the variables are strongly correlated with one another. If the VIF value is ≥ 5 , the model is indicated to have multicollinearity.

Table 5. Collinearity Assessment Result

Indicator	VIF	Information
X _{1.1}	1,704	There is no multicollinearity
X _{1.2}	1,822	There is no multicollinearity
X _{1.3}	1,436	There is no multicollinearity
X _{1.4}	1,827	There is no multicollinearity
X _{2.1}	2,065	There is no multicollinearity
X _{2.2}	2,111	There is no multicollinearity
X _{2.3}	2,230	There is no multicollinearity
X _{2.4}	2,610	There is no multicollinearity
X _{2.5}	2,470	There is no multicollinearity
Z ₁	1,736	There is no multicollinearity
Z ₂	1,982	There is no multicollinearity
Z ₃	1,559	There is no multicollinearity
Y ₁	2,109	There is no multicollinearity
Y ₂	2,490	There is no multicollinearity
Y ₃	2,111	There is no multicollinearity

Table 5, shows that the VIF values are less than 3, indicating that there is no multicollinearity.

5.2.2 R-Square Test

The coefficient of determination (R^2) measures how well independent variables explain the variance in a dependent variable. In the context of social sciences, R^2 values are typically construed as follows: 0.75 shows a strong effect, 0.50 a moderate effect, and 0.25 a weak effect. Since R^2 is influenced by the number of independent variables, an increase in relevant predictors generally leads to a higher R^2 value (Hair et al., 2021).

Table 6. R-Square Result

Variables	R^2	R^2 Adjusted	Information
E-Loyalty (Y)	0,507	0,500	Moderates
E-Satisfaction (Z)	0,646	0,643	Moderate

Table 6 shows that the R^2 value for the e-loyalty variable is 0.507, which can be explained by the ability of CSR and perceived Usefulness in affecting e-loyalty (Y), which is 50.7% and is included in the moderate category.

The e-satisfaction variable (Z) has an R-square value of 0.646, which can be explained by the ability of CSR and perceived Usefulness in affecting e-satisfaction (Z), which is 64.4%, which is in the moderate category.

5.2.3 F-Square Test

Effect size (f^2) was calculated to determine the degree of influence in the structural model, with a value of 0.02 indicating a small effect size, 0.15 a moderate effect size, and 0.35 a large effect size (Hair et al., 2021: 87).

Table 7. F-Square Test Result

Variables	f-square	Information
CSR - E-Loyalty	0,048	Small
Perceived Usefulness – E-loyalty	0,030	Small
E-Satisfaction – E-Loyalty	0,077	Small
CSR – E-Satisfaction	0,178	Medium
Perceived Usefulness – E-Satisfaction	0,311	Medium

Table 7 shows that the CSR variable (X₁) has an f-squared value of 0.048, which has a small effect on the e-loyalty variable (Y). Perceived Usefulness (X₂) has an f-squared value of 0.030, which has a small effect on e-loyalty (Y). E-satisfaction (Z) has an f-squared value of 0.77, which has a small effect on e-loyalty. CSR (X₁) has an f-squared value of 0.178, which has a medium effect on e-satisfaction (Z). Perceived Usefulness (X₂) has an f-square value of 0.311, which has a medium effect on e-satisfaction (Z).

5.2.1 Q-Square Test Result

The next structural model looks at the predictive relevance test, which is used to determine how well a model can explain the dependent variable based on the independent variables. This test is conducted by examining the Q^2 value, where a $Q^2 > 0$ indicates that the model has predictive relevance (Hair et al., 2021).

Table 8. Q-Square Test Result

Variables	Q2 Predict	Information
E-Loyalty (Y)	0,453	Predictive Relevance
E-Satisfaction (Z)	0,643	Predictive Relevance

Table 8 shows that the Q^2 values for e-loyalty and e-satisfaction are 0,453 and 0,643 > 0 , which shows that the model has good predictive relevance.

Hypothesis Test

In SmartPLS 4.0, hypothesis testing is conducted using the bootstrapping method with path coefficients, which aims to evaluate path coefficients using T-statistics and p-values, from which conclusions are drawn regarding the significance of the effects of the variables under study (Hair et al., 2021:118). In hypothesis testing, H_1 is accepted, and H_0 is rejected if the p-value is less than 0.05. Meanwhile, the t-statistic is considered significant at the 5% level if the t-statistic is greater than the p-value of 1.96 (Table 9). If the t-statistic is less than the p-value, the effect of the variable is considered insignificant (Hair et al., 2021: 118).

Table 9. Hypothesis Test Results

Influence	Coefficient	T-statistics	p-value	Information
X ₁ - Y	0,247	2,269	0,023	supported
X ₂ - Y	0,204	1,791	0,073	unsupported
Z - Y	0,329	3,183	0,001	supported
X ₁ - Z	0,371	6,455	0,000	supported
X ₂ - Z	0,491	8,389	0,000	supported
X ₁ - Z - Y	0,122	2,986	0,003	supported
X ₂ - Z - Y	0,161	2,876	0,004	supported

Based on the hypothesis testing in Table 4, the following results were obtained:

- a. The effect of Corporate Social Responsibility (CSR) on E-Loyalty, the p-value was less than 0.05 ($0.023 < 0.05$), while the T-statistic was greater than the p-value ($2.269 > 1.96$) at a 5% significance level; therefore, H₁ is accepted and H₀ is rejected.
- b. The effect of Perceived Usefulness on E-Loyalty, the p-value was greater than 0.05 ($0.073 > 0.05$), while the T-statistic was smaller than the p-value ($1.791 > 1.96$) at a 5% significance level; therefore, H₂ is rejected and H₀ is accepted.
- c. The effect of E-Satisfaction on E-Loyalty, the p-value was less than 0.05 ($0.001 < 0.05$), while the T-statistic was greater than the p-value ($3.183 > 1.96$) at a 5% significance level; therefore, H₃ is accepted and H₀ is rejected.
- d. The effect of Corporate Social Responsibility (CSR) on E-Satisfaction, the p-value was less than 0.05 ($0.000 < 0.05$), while the T-statistic was greater than the p-value ($6.455 > 1.96$) at a 5% significance level; therefore, H₄ is accepted and H₀ is rejected.
- e. The effect of Perceived Usefulness on E-Satisfaction, the p-value was less than 0.05 ($0.000 < 0.05$), while the T-statistic was greater than the p-value ($8.389 > 1.96$) at a 5% significance level; therefore, H₅ is accepted and H₀ is rejected.
- f. The effect of Corporate Social Responsibility (CSR) on E-Loyalty through E-Satisfaction was determined by a hypothesis test of indirect effects, which showed a p-value less than 0.05 ($0.003 < 0.05$). Furthermore, the T-statistic value is greater than the p-value at the 5% significance level, namely $2.986 > 1.96$, which means that H₆ is accepted and H₀ is rejected.
- g. The effect of Perceived Usefulness on E-Loyalty via E-Satisfaction shows a p-value less than 0.05 ($0.004 < 0.05$) and a t-statistic greater than the p-value ($2.876 > 1.96$) at a 5% significance level, which means that H₇ and H₀ are rejected.

6. DISCUSSION

The outputs of testing the effect of CSR variables on E-Loyalty show a p-value of $0.023 < 0.05$. The path coefficient value has a positive value of 0.247. Hypothesis 1 (H₁) is accepted, so it can be deduced that

CSR has a significant effect on the E-Loyalty of Online Transport application users in East Java. The results of this study are in line with research deduced by Utami et al. (2020), Islam et al. (2021), Irmawati & Arkanta (2022), and Sutarmin et al. (2024), which states that CSR has a significant impact on e-loyalty. The outputs of testing the effect of the Perceived Usefulness variable on E-Loyalty with a p-value of $0.073 > 0.05$. The path coefficient value has a value of 0.204. Hypothesis 2 (H₂) is rejected. It can be deduced that Perceived Usefulness has no significant effect on E-Loyalty of Online Transport application users in East Java. The results of this study are consistent with previous research by Irawan (2024), which states that perceived usefulness has no significant effect on e-loyalty. The outputs of testing the effect of the E-Satisfaction variable on E-Loyalty show a p-value of $0.001 < 0.05$. The path coefficient value shows a positive value of 0.329. Hypothesis 3 (H₃) is accepted, so it can be concluded that E-Satisfaction has a significant effect on E-Loyalty of Online Transport application users in East Java. The results of this study are in line with research deduced by Irmawati & Arkanta (2022), Sutarmin et al. (2024), Islam et al. (2021), Juwaini et al. (2022), Yusup & Mulyadi (2023), Rahmawaty et al. (2021), Yulisetiari et al. (2019, 2021, 2020, 2023, 2024a, 2024b, 2024c, 2024d) regarding the effect of e-satisfaction on e-loyalty. The results of testing the effect of CSR variables on E-Satisfaction show a p-value of $0.000 < 0.05$. The path coefficient value shows a positive value of 0.371. Hypothesis 4 (H₄) is accepted so it can be concluded that CSR has a significant effect on E-Satisfaction of Online Transport users in East Java. The results of the study are in line with the research of Hutabarat & Fitrianti (2022), Islam et al. (2021) and Sutarmin et al. (2024) which states that CSR has a significant effect on E-Satisfaction. The results of testing the effect of the Perceived Usefulness variable on E-Satisfaction show a p-value of $0.000 < 0.05$. The path coefficient value shows a positive value of 0.491. Hypothesis 5 (H₅) is accepted so it can be concluded that Perceived Usefulness has a significant effect on E-Satisfaction of Online Transport users in East Java. This result is in accordance with research conducted by Maryanto & Kaihatu (2021), Suryatenggara & Dahlan (2022), and Yulisetiari et al. (2024e) which states that Perceived Usefulness has a significant effect on E-Satisfaction. The results of testing the effect of CSR variables on E-Loyalty through E-Satisfaction show a p-value of $0.003 < 0.05$. The path coefficient value shows a positive value of 0.122. Hypothesis 6 (H₆) is accepted so that it can be concluded that CSR has a significant effect on E-Loyalty through E-Satisfaction of Online Transport application users in East Java. This result is in line with the research of Islam et al. (2021) and Prashella et al. (2021) which states that CSR has a significant effect on E-Loyalty through E-Satisfaction. The results of testing the effect of the Perceived Usefulness variable on E-Loyalty through E-Satisfaction get a p-value of $0.004 < 0.05$. The path coefficient value shows a positive value of 0.161. Hypothesis 7 (H₇) is accepted, so it can be

concluded that Perceived Usefulness has a significant effect on E-Loyalty mediated by E-Satisfaction of Online Transport application users in East Java. These results are in line with the research of Suryatenggara & Dahlan (2022), Yulisetiarni et al. (2024e), and Maryanto & Kaihatu, (2021), which state that Perceived Usefulness has a significant effect on E-Loyalty through E-Satisfaction.

7. CONCLUSION

Corporate Social Responsibility (CSR) has a positive and significant effect on the e-loyalty of Online Transport application users. This indicates that the better Online Transport's CSR initiatives are perceived, the higher the users' e-loyalty. Conversely, perceived usefulness does not significantly influence e-loyalty, suggesting that usefulness alone is insufficient to foster long-term user loyalty. E-satisfaction has a positive and significant effect on e-loyalty, implying that greater user satisfaction with the application enhances their loyalty. CSR also positively and significantly influences e-satisfaction, indicating that well-implemented CSR programs contribute to greater user satisfaction. Additionally, perceived usefulness has a positive and significant effect on e-satisfaction, meaning that the more useful users perceive the application to be, the more satisfied they tend to feel. Furthermore, CSR significantly affects e-loyalty through e-satisfaction as a mediating variable. This suggests that CSR enhances user satisfaction, which in turn strengthens e-loyalty. Similarly, perceived usefulness positively and significantly influences e-loyalty through the mediation of e-satisfaction, indicating that users' perception of usefulness contributes to satisfaction, thereby promoting loyalty toward the Online Transport application.

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8. IMPLICATION

The mediating role of e-satisfaction plays a critical part in enhancing the e-loyalty of Online Transport application users, thus encouraging Online Transport's management to continuously improve user satisfaction. This study asserts that corporate social responsibility (CSR) initiatives can significantly enhance user satisfaction. Consequently, Online Transport's sustainable programs encompassing environmental, social, and economic dimensions should be further strengthened. This recommendation is grounded in the fact that Online Transport's users are a digitally literate demographic that increasingly values these issues. Moreover, perceived usefulness should also be emphasized, especially given the rapid emergence of competing applications offering similar or superior features to meet users' everyday needs.

9. LIMITATION

This study faces several limitations that are expected to serve as a reference for improving future research. The limitations of this study include the considerable amount of time required to identify and recruit respondents who met the criteria for completing the online questionnaire via Google Forms. Additionally, some respondents completed the questionnaire without meeting the criteria specified in this study, resulting in some of their responses being excluded from the analysis.

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