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The Effect of Transaction Convenience and Application Features on User Satisfaction: The Moderating Role of Customer Engagement

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kemudahan transaksi dan fitur terhadap kepuasan pengguna aplikasi Grab di Kota Mataram, dengan keterlibatan pelanggan (*customer engagement*) sebagai variabel moderasi. Penelitian ini berfokus pada pemahaman mengenai kontribusi kemudahan transaksi dan ketersediaan fitur aplikasi terhadap kepuasan pengguna serta peran keterlibatan pelanggan dalam memperkuat hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 140 pengguna aplikasi Grab di Kota Mataram yang dipilih menggunakan teknik *purposive sampling* berdasarkan kriteria tertentu. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Analisis meliputi evaluasi model pengukuran, model struktural, pengaruh langsung, dan pengaruh moderasi untuk menguji hubungan antarvariabel penelitian. Kemudahan transaksi berpengaruh positif dan signifikan terhadap kepuasan pengguna, dengan koefisien sebesar 0,341, nilai t-statistik 3,420, dan nilai $p < 0,05$. Fitur juga berpengaruh positif dan signifikan terhadap kepuasan pengguna, dengan koefisien 0,560, nilai t-statistik 5,225, dan nilai $p < 0,05$. Selain itu, keterlibatan pelanggan secara positif dan signifikan memoderasi hubungan antara kemudahan transaksi dan kepuasan pengguna, dengan koefisien interaksi sebesar 0,163. Keterlibatan pelanggan juga memoderasi secara positif dan signifikan hubungan antara fitur dan kepuasan pengguna, dengan koefisien interaksi sebesar 0,131 dan nilai p sebesar 0,042. Kemudahan transaksi dan fitur aplikasi merupakan faktor penting dalam meningkatkan kepuasan pengguna Grab. Keterlibatan pelanggan memperkuat kedua hubungan tersebut. Oleh karena itu, penyedia layanan perlu mempertahankan kemudahan proses

transaksi, mengembangkan fitur yang bermanfaat, serta membangun interaksi yang bermakna dengan pengguna.

Kata kunci: *Kemudahan Transaksi, Fitur, Kepuasan Pengguna, Keterlibatan Pelanggan, Aplikasi Grab.*

Abstract

The study purpose was to examine the effect of transaction convenience and features on user satisfaction with the Grab application in Mataram City, with customer engagement as a moderating variable. This study focuses on understanding how the convenience of conducting transactions and the availability of application features contribute to user satisfaction, as well as whether customer engagement strengthens these relationships. study employed a quantitative research approach. The respondents coSsisted of 140 Grab application users in Mataram City who were selected using purposive sampling based on predetermined criteria. Data were collected through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4. The analysis included the evaluation of the measurement model, structural model, direct effects, and moderating effects to assess the relationships among the research variables. The findings indicate that transaction convenience has a positive and significant effect on user satisfaction, with a coefficient of 0.341, a t-statistic of 3.420, and a p-value below 0.05. Features also have a positive and significant effect on user satisfaction, with a coefficient of 0.560, a t-statistic of 5.225, and a p-value below 0.05. Furthermore, customer engagement positively and significantly moderates the relationship between transaction convenience and user satisfaction, with an interaction coefficient of 0.163. Customer engagement also positively and significantly moderates the relationship between features and user satisfaction, with an interaction coefficient of 0.131 and a p-value of 0.042. Transaction convenience and application features are important factors in improving Grab user satisfaction. Customer engagement strengthens both relationships, highlighting the importance of maintaining convenient transaction processes, developing useful features, and fostering meaningful interactions with users.

Keywords: *Transaction Convenience, Features, User Satisfaction, Customer Engagement, Grab Application.*

INTRODUCTION

The development of digital technology has changed the way consumers access and use services in their daily lives. Mobile applications enable users to obtain services, complete transactions, and access various features through their smartphones. In the digital service industry, companies need to provide convenient transaction processes and useful application features to meet consumer expectations. User satisfaction is an important aspect of digital service success because it reflects users' evaluations of

whether the services they receive meet their needs and expectations. Therefore, understanding the factors that influence user satisfaction is essential for companies seeking to maintain positive relationships with their customers.

One factor that may influence user satisfaction is transaction convenience. Transaction convenience refers to the ease experienced by users when understanding and completing transactions through an application. A clear, simple, and flexible transaction process can help users complete their activities comfortably and efficiently. In contrast, complicated procedures and unclear instructions may create inconvenience and reduce user satisfaction. Research by Aditya (2025), which examined the effects of service quality, application features, and transaction convenience on user satisfaction with the BYOND by BSI application, is relevant to the discussion of transaction convenience and satisfaction. However, the research findings cited in the present study indicate that the relationship between transaction convenience and user satisfaction has not been consistent across previous studies. Khotijah and Yunita (2024), for example, examined application features and transaction convenience in relation to customer satisfaction among BSI Mobile users. These differences provide a reason to investigate the relationship further in another digital service context.

In addition to transaction convenience, application features may contribute to user satisfaction. Features provide functions that enable users to access services according to their needs and preferences. In the Grab application, the availability of different services allows users to select services based on their daily activities. Features that are useful, accessible, and relevant to users' needs may improve the overall application experience. Nevertheless, the availability of features does not automatically guarantee satisfaction if the functions provided do not meet user expectations. Khusna and Khoiriawati (2023), in their study of the Muamalat DIN application, found that service features did not have a significant effect on user satisfaction, although convenience and efficiency had significant effects. In contrast, Syaffa (2025), as cited in the present thesis, reported a positive and significant relationship between application features and user satisfaction. These different findings suggest that the effect of application features may vary according to the application and the characteristics of its users.

Customer engagement may also be relevant to understanding user satisfaction. Customer engagement concerns the extent to which users are involved in and interact with a service. In a digital application context, engagement may be reflected in users' attention, enthusiasm, interaction, identification, and absorption. Users who actively engage with an application may become more familiar with its transaction processes and may be more likely to explore and use its available features. Consequently, customer engagement may strengthen the relationship between transaction convenience and user satisfaction, as well as the relationship between application features and user satisfaction. The studies by Anggita (2020) and Defline (2023), as cited in the thesis, discuss customer engagement in relation to customer satisfaction and other customer outcomes. However, the specific moderating role of customer engagement in the relationships examined in this study requires further investigation.

Previous research has produced different findings regarding the relationships between transaction convenience, application features, and user satisfaction. Table 1 summarizes selected studies cited in the thesis and identifies the research gap addressed by the present study.

Table 1. Summary of Previous Studies and Research Gaps

Author(s) and Year	Research Context or Relationship	Findings Reported in the Thesis	Relevance to the Present Study
Aditya (2025)	Transaction convenience and user satisfaction in the BYOND by BSI application	Transaction convenience has a positive and significant effect on user satisfaction.	Provides supporting evidence for the relationship between transaction convenience and user satisfaction.
Khotijah and Yunita (2024)	Application features and transaction convenience in relation to customer satisfaction among BSI Mobile users	The thesis cites this study as reporting an insignificant effect of transaction convenience on satisfaction.	Indicates inconsistency in previous findings concerning transaction convenience.
Khusna and Khoiriawati (2023)	Service features, convenience, efficiency, and user satisfaction in the Muamalat DIN application	Service features do not have a significant effect on user satisfaction, while convenience and efficiency have significant effects.	Provides evidence that the effect of application features may depend on the research context.
Syaffa (2025)	Application features and user satisfaction in the DANA application	The thesis reports a positive and significant relationship between features and user satisfaction.	Provides contrasting evidence regarding the effect of features on satisfaction.
Anggita (2020)	Customer engagement, e-service quality, repurchase intention, and customer	The thesis cites this study as evidence of the relevance of customer engagement to customer satisfaction.	Supports examining customer engagement in a digital service context, although the study does not

	satisfaction in Tiket.com		establish the same moderating relationships tested here.
Defline (2023)	Customer engagement, trust, satisfaction, and loyalty among mobile banking users	The thesis cites this study as reporting a positive relationship between customer engagement and user satisfaction.	Provides additional background for examining customer engagement in relation to satisfaction.

Source: Previous studies cited in the research thesis; summarized by the authors.

As shown in Table 1, previous studies have examined transaction convenience, application features, and customer engagement in different digital service contexts. However, the reported findings concerning the effects of transaction convenience and application features on user satisfaction are not consistent. In addition, the studies summarized above do not, on their own, establish whether customer engagement strengthens the relationships between transaction convenience, application features, and user satisfaction among Grab users in Mataram City. This represents the research gap addressed by the present study.

The present study focuses on Grab application users in Mataram City, Indonesia. The study examines whether transaction convenience and application features influence user satisfaction and whether customer engagement moderates these relationships. By considering customer engagement as a moderating variable, this study extends the examination beyond the direct relationships between the independent and dependent variables. The findings are expected to contribute to the discussion of user satisfaction in digital application services and provide practical insights for improving transaction processes, developing useful features, and encouraging customer engagement.

Therefore, this study aims to examine the effects of transaction convenience and application features on user satisfaction among Grab application users in Mataram City, with customer engagement as a moderating variable. Specifically, the study investigates the direct effects of transaction convenience and features on user satisfaction and evaluates whether customer engagement strengthens the relationships between each independent variable and user satisfaction.

METHOD

This study employed a quantitative approach with a causal research design to examine the effects of transaction convenience and application features on user satisfaction, with customer engagement as a moderating variable. A quantitative approach was used because the research involved measuring relationships among variables using numerical data and statistical analysis. The research design followed the principles of management research, which emphasize systematic procedures for examining relationships between research variables (Ferdinand, 2014).

The population in this study consisted of active users of the Grab application. A purposive sampling technique was used to select respondents who met the predetermined research criteria. The study involved 140 respondents. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire measured transaction convenience, application features, user satisfaction, and customer engagement based on the indicators established in the research instrument.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. PLS-SEM was selected because the analysis aimed to examine relationships among several latent constructs and evaluate the moderating role of customer engagement. Hair et al. (2012) discussed the application of partial least squares structural equation modeling in empirical research, including its use for analyzing relationships among constructs. The analytical procedure was also guided by the PLS concepts and applications discussed by Ghozali and Kusumadewi (2023).

The analysis consisted of two stages: the measurement model (outer model) and the structural model (inner model). The measurement model was evaluated to assess the validity and reliability of the constructs. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE), while construct reliability was assessed using Cronbach's alpha and composite reliability. These evaluations were conducted to determine whether the measurement instruments adequately represented the constructs being investigated, following the PLS-SEM approach described by Hair et al. (2012) and Ghozali and Kusumadewi (2023).

The structural model was evaluated using path coefficients, the coefficient of determination (R^2), and effect size (f^2). Hypothesis testing was conducted through bootstrapping in SmartPLS 4 by examining the path coefficients, t-statistics, and p-values. A p-value below 0.05 was used as the criterion for statistical significance. The structural model evaluation followed the analytical principles of PLS-SEM discussed by Hair et al. (2012).

Furthermore, the moderating role of customer engagement was examined by assessing the interaction between customer engagement and transaction convenience, as well as the interaction between customer engagement and application features, in explaining user satisfaction. The significance and direction of each interaction coefficient were used to determine whether customer engagement strengthened or weakened the relationship between each independent variable and user satisfaction. This analysis enabled the study to evaluate the proposed moderating effects within the research model.

FINDING AND DISCUSSION

Outer Model or Measurement Model

The measurement model (outer model) was evaluated to determine the validity and reliability of the indicators used to measure transaction convenience, application features, user satisfaction, and customer engagement. According to Hair et al. (2012),

Partial Least Squares Structural Equation Modeling (PLS-SEM) can be used to evaluate measurement models and analyze relationships among latent constructs. The evaluation in this study focused on convergent validity and construct reliability, following the PLS-SEM approach described by Ghozali and Kusumadewi (2023).

Convergent Validity

Convergent validity was evaluated by examining the outer loading values of the indicators and the Average Variance Extracted (AVE) for each construct. Outer loading values of 0.70 or higher are generally considered desirable because they indicate that an indicator adequately represents its corresponding construct. AVE values above 0.50 indicate that a construct explains more than half of the variance in its indicators (Hair et al., 2012).

The outer loading results should be examined for each indicator of transaction convenience, application features, user satisfaction, and customer engagement. Indicators that do not meet the required criteria should be evaluated carefully before any elimination is made. Any indicator removal must be based on the actual SmartPLS output and theoretical considerations rather than on the threshold alone.

Average Variance Extracted (AVE)

The AVE values for all research constructs should be presented in a table to demonstrate whether the constructs meet the convergent validity criteria.

Table 1. Average Variance Extracted (AVE)

Construct	AVE	Threshold	Assessment
Transaction Convenience	Insert actual value	0.50	Based on actual result
Application Features	Insert actual value	0.50	Based on actual result
User Satisfaction	Insert actual value	0.50	Based on actual result
Customer Engagement	Insert actual value	0.50	Based on actual result

Source: SmartPLS 4 output, processed by the researcher (2026).

The AVE results are interpreted by comparing each construct's value with the recommended threshold of 0.50. A construct with an AVE value greater than 0.50 meets the criterion for convergent validity. The final conclusion regarding the validity of the four constructs should be based on the actual values obtained from the SmartPLS analysis (Hair et al., 2012; Ghozali & Kusumadewi, 2023).

Reliability Assessment

Reliability testing was conducted to assess the internal consistency of the indicators used to measure each construct. Cronbach's alpha and composite reliability were used to evaluate the reliability of transaction convenience, application features, user satisfaction, and customer engagement. Values of 0.70 or higher are generally considered acceptable for establishing construct reliability (Hair et al., 2012).

Table 2. Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability	Threshold	Assessment
Transaction Convenience	Insert actual value	Insert actual value	0.70	Based on actual result
Application Features	Insert actual value	Insert actual value	0.70	Based on actual result
User Satisfaction	Insert actual value	Insert actual value	0.70	Based on actual result
Customer Engagement	Insert actual value	Insert actual value	0.70	Based on actual result

Source: SmartPLS 4 output, processed by the researcher (2026).

The reliability assessment is interpreted by examining whether Cronbach's alpha and composite reliability meet the recommended threshold. Values of at least 0.70 indicate acceptable internal consistency. The conclusion that all constructs are reliable can only be made after the actual SmartPLS values have been inserted and checked (Ghozali & Kusumadewi, 2023).

Structural Model (Inner Model)

The structural model was evaluated to examine the relationships between the independent variables, the dependent variable, and the moderating variable. In this study, transaction convenience and application features were specified as predictors of user satisfaction, while customer engagement was examined as a moderator of both relationships.

The coefficient of determination (R^2) was used to assess the proportion of variance in user satisfaction explained by the predictors in the structural model. The reported R^2 value for user satisfaction was 0.636. This indicates that transaction convenience, application features, and the interaction effects involving customer engagement collectively explained 63.6% of the variance in user satisfaction. The remaining 36.4% was attributable to other factors outside the explanatory scope of the model.

Table 3. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Interpretation
User Satisfaction	0.636	The model explains 63.6% of the variance

Source: SmartPLS 4 output, processed by the researcher (2026).

The R^2 value indicates the explanatory power of the structural model for user satisfaction. However, this value alone does not establish that every predictor has a significant effect. The significance and direction of each hypothesized relationship must be evaluated separately using the path coefficients and bootstrapping results (Hair et al., 2012).

Hypothesis Testing (Bootstrapping)

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4. The decisions were based on the path coefficients, t-statistics, and p-

values. At the 5% significance level, a relationship was considered statistically significant when its p-value was below 0.05. The direction of the effect was determined from the sign of the original sample coefficient.

Table 4. Direct and Moderating Effects

Hypothesis	Relationship	Original Sample (O)	T-Statistic	P-Value	Decision
H1	Transaction Convenience → User Satisfaction	0.341	3.420	0.000*	Supported
H2	Application Features → User Satisfaction	0.560	5.225	0.000*	Supported
H3	Customer Engagement × Transaction Convenience → User Satisfaction	0.163	3.955	0.025	Supported
H4	Customer Engagement × Application Features → User Satisfaction	0.131	1.725	0.042	Supported

Source: SmartPLS 4 output, processed by the researcher (2026).

Note: The reported p-values follow the results provided in the thesis. A displayed value of 0.000 should be reported as p < 0.001 in the manuscript.

The Effect of Transaction Convenience on User Satisfaction

The results indicate that transaction convenience has a positive and statistically significant effect on user satisfaction, with a path coefficient of 0.341, a t-statistic of 3.420, and a reported p-value of 0.000 ($p < 0.001$). Therefore, H1 is supported. This finding suggests that greater transaction convenience is associated with higher user satisfaction with the Grab application.

The positive coefficient indicates that transaction convenience contributes to user satisfaction in the proposed model. When users perceive that transactions through the application are convenient, this perception may contribute to a more satisfactory service experience. The finding is consistent with the study's objective of examining transaction convenience as one of the factors associated with user satisfaction. Its interpretation should remain limited to the relationship demonstrated by the research results.

The Effect of Application Features on User Satisfaction

Application features have a positive and statistically significant effect on user satisfaction, as indicated by a path coefficient of 0.560, a t-statistic of 5.225, and a reported p-value of 0.000 ($p < 0.001$). Accordingly, H2 is supported. The coefficient is larger than the coefficient for transaction convenience, indicating that application features have a stronger estimated relationship with user satisfaction within this model.

This result suggests that the features provided by the Grab application are relevant to users' evaluations of their experience. Features that support users in accessing and utilizing application services may contribute to satisfaction when they meet users' needs. However, the coefficient comparison should be interpreted within the context of this model and does not automatically establish that features are the most important factor in every user context.

The Moderating Effect of Customer Engagement on the Relationship Between Transaction Convenience and User Satisfaction

The interaction between customer engagement and transaction convenience has a positive coefficient of 0.163, with a t-statistic of 3.955 and a reported p-value of 0.025. Because the p-value is below 0.05 and the coefficient is positive, H3 is supported. The results indicate that customer engagement positively moderates the relationship between transaction convenience and user satisfaction.

This finding suggests that the relationship between transaction convenience and user satisfaction becomes stronger as customer engagement increases, within the estimated model. Customer engagement may therefore be relevant when explaining how users respond to the convenience of transactions through the Grab application. The result supports examining customer engagement not only as a user-related construct but also as a factor that changes the strength of the relationship between transaction convenience and satisfaction.

The Moderating Effect of Customer Engagement on the Relationship Between Application Features and User Satisfaction

The interaction between customer engagement and application features has a positive coefficient of 0.131, a t-statistic of 1.725, and a reported p-value of 0.042. Based on the reported p-value, the interaction is statistically significant at the 5% level; therefore, H4 is supported according to the thesis results. The positive coefficient indicates that customer engagement strengthens the relationship between application features and user satisfaction in the estimated model.

This result suggests that the relationship between application features and user satisfaction may be stronger among users with higher customer engagement. The usefulness of application features may be evaluated differently depending on how engaged users are with the service. Nevertheless, because the reported t-statistic and p-value may depend on the tail specification used in bootstrapping, both values should be checked against the original SmartPLS output before publication.

Discussion of the Overall Findings

Overall, the findings reported in this study indicate that transaction convenience and application features have positive and significant relationships with user satisfaction. Customer engagement also shows positive and significant interaction effects on both

relationships, based on the reported bootstrapping p-values. These findings support the proposed model, which considers both application-related factors and customer engagement when explaining user satisfaction with Grab.

The R^2 value of 0.636 indicates that the model explains 63.6% of the variance in user satisfaction. The results therefore provide evidence that the two independent variables and their interaction effects collectively contribute to explaining satisfaction in this sample. The remaining variance may be associated with factors not included in the present model. Further interpretation should be connected to the specific prior studies and theoretical sources listed in the thesis reference list after their bibliographic details and findings have been verified.

The Effect of Transaction Convenience on User Satisfaction

The results of hypothesis testing indicate that transaction convenience has a positive and significant effect on user satisfaction with the Grab application, with an original sample coefficient of 0.341, a t-statistic of 3.420, and a reported p-value of 0.000. Therefore, H1 is supported. This finding indicates that users who perceive transactions as easier are more likely to experience satisfaction when using the Grab application. Transaction convenience can help users complete their activities more efficiently, reduce the effort required to use the application, and improve their overall experience.

This result is consistent with the Technology Acceptance Model proposed by Davis (1989), which emphasizes the importance of perceived ease of use in technology acceptance. When users perceive an application as easy to operate, they may develop more favorable evaluations of the technology. In the context of Grab, convenient transaction procedures can help users complete orders and payments with less difficulty, thereby contributing to user satisfaction.

The finding also supports the previous research by Aditya (2025), which examined transaction convenience and user satisfaction in the context of the BYOND by BSI application. However, the thesis also refers to Yunita et al. (2024), whose findings indicate that transaction convenience did not have a significant effect on user satisfaction. This difference suggests that the effect of transaction convenience may vary according to the application, user characteristics, and service context. In the present study, the significant result demonstrates that transaction convenience is an important factor associated with Grab user satisfaction in Mataram City.

The Effect of Application Features on User Satisfaction

The hypothesis testing results show that application features have a positive and significant effect on user satisfaction, with an original sample coefficient of 0.560, a t-statistic of 5.225, and a reported p-value of 0.000. Thus, H2 is supported. Compared with transaction convenience, application features have a larger direct path coefficient in this research. This indicates that features have a comparatively stronger relationship with user satisfaction within the estimated model.

Application features provide functions that help users access and utilize services according to their needs. When the available features are useful, accessible, and function as expected, users can obtain a more satisfactory experience. In the context of

Grab, the availability of relevant application functions can help users navigate services and complete their intended activities more effectively.

This finding can be discussed in relation to the technology acceptance perspective of Davis (1989), particularly the importance of perceived usefulness and ease of use in users' evaluations of technology. However, these concepts should not be treated as identical to application features; rather, they provide a theoretical explanation of why the usefulness and usability of an application may contribute to user satisfaction.

The result is also relevant to previous research cited in the thesis. Khasinta (2023), in research concerning the Muamalat DIN application, reported that service features did not significantly affect user satisfaction. In contrast, Syaffa (2025), in research on the DANA application, examined application-related factors and reported a significant relationship involving features and user satisfaction. The difference between earlier findings illustrates the research gap addressed by the present study. The current results indicate that application features have a positive and significant effect on Grab user satisfaction in Mataram City.

The Moderating Role of Customer Engagement in the Relationship Between Transaction Convenience and User Satisfaction

The hypothesis testing results indicate that the interaction between customer engagement and transaction convenience has a positive and significant effect on user satisfaction, with an original sample coefficient of 0.163, a t-statistic of 3.955, and a reported p-value of 0.025. Based on the reported significance value, H3 is supported. This finding suggests that customer engagement strengthens the relationship between transaction convenience and user satisfaction.

Customer engagement represents users' involvement and interaction with a service or application. Users who actively engage with an application may become more familiar with its functions and transaction procedures. Consequently, convenient transactions may be more strongly associated with satisfaction among users who demonstrate greater engagement with the service. In this study, customer engagement therefore plays a moderating role in the relationship between transaction convenience and user satisfaction.

This discussion is relevant to Anggita (2020), whose research examined customer engagement and electronic service quality in relation to repurchase intention, with customer satisfaction serving as a mediating variable. Defline (2023) also examined the relationship between customer engagement, trust, satisfaction, and loyalty in mobile banking. These studies provide related research contexts for understanding the relevance of customer engagement in digital services. Nevertheless, their findings should not automatically be interpreted as direct evidence of the same moderating relationship tested in this study because their research models differ.

The present finding contributes to the discussion by demonstrating that customer engagement moderates the relationship between transaction convenience and Grab user satisfaction. Therefore, improving transaction convenience may be accompanied by efforts to encourage meaningful user interaction with the application.

The Moderating Role of Customer Engagement in the Relationship Between Application Features and User Satisfaction

The results indicate that the interaction between customer engagement and application features has a positive coefficient of 0.131, a t-statistic of 1.725, and a reported p-value of 0.042. Based on the reported p-value, H4 is supported, indicating that customer engagement strengthens the relationship between application features and user satisfaction.

This result suggests that the relationship between application features and satisfaction may depend partly on the level of customer engagement. Features can provide greater value when users actively explore and interact with the application. Users who engage more with Grab may be better positioned to discover and utilize the available functions, potentially improving their overall evaluation of the service. Conversely, the availability of features alone may not ensure that users experience their full benefits if those features are not used effectively.

Previous research by Anggita (2020) and Defline (2023), as cited in the thesis, provides a related perspective on customer engagement and satisfaction in digital service contexts. These studies help establish the relevance of engagement to user relationships with digital platforms, although their models do not necessarily test the same interaction between application features and satisfaction.

The current finding indicates that customer engagement strengthens the relationship between application features and user satisfaction in the Grab application. From a practical perspective, service providers should not only maintain useful and reliable features but also encourage users to understand and engage with those features. Such efforts may help users obtain greater value from the application and improve their satisfaction.

Overall Discussion

Overall, the findings show that transaction convenience and application features have positive and significant direct effects on Grab user satisfaction in Mataram City. Customer engagement also positively moderates both relationships according to the reported hypothesis-testing results. The coefficient of determination ((R^2 = 0.636)) indicates that the research model explains 63.6% of the variance in user satisfaction, while the remaining 36.4% is associated with factors outside the model.

These findings highlight the importance of providing convenient transaction procedures, useful application features, and opportunities for meaningful user engagement. They also contribute to the discussion of digital service satisfaction by examining customer engagement as a moderating variable rather than treating it only as a separate factor. However, the results should be interpreted within the scope of the 140 respondents and the research context of Grab users in Mataram City.

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