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Research Article

Customer Satisfaction towards Digital Payment System

Daniel Glance Danny[1], K. Pradeep Reddy[2]

[1,2]School of Management, Sanjeev Agrawal Global Educational (SAGE) University, Bhopal

[1]danielglancedanny@gmail.com , [2] kpradeep.r@sageuniversity.edu.in

[1*]Corresponding mail id: danielglancedanny@gmail.com

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ABSTRACT

Digital payment refers to the electronic transfer of money between two parties for the purchase of goods and services using mobile devices, personal digital assistants, and wireless tablets. Rapid advancements in mobile communication technologies have transformed various aspects of daily life, particularly financial transactions. The present study examines the factors influencing customer satisfaction with digital payment systems and analyses how evolving payment options affect customer preferences and decision-making. The collected data were analysed using SPSS version 25 and MS Excel, employing correlation and regression analysis techniques. The findings reveal that customer satisfaction with digital payment systems is influenced by multiple interrelated factors, including security, user-friendliness, transaction speed, transparency, convenience, customer support, and reliability. The study further indicates that digital payment applications such as Google Pay (GPay) and Paytm have emerged as essential financial tools, highly valued by both existing and potential users. The results suggest that banks and payment service providers must proactively enhance customer awareness and understanding of digital payment technologies to improve service delivery. Overall, customer satisfaction remains a critical determinant of success in service-oriented industries, particularly in the banking sector, where trust and reliability are fundamental.

Keywords: Customer Satisfaction, Digital Payment System, Security, Convenience

Introduction

The integration of internet connectivity and data storage capabilities in mobile devices has enabled consumers to transition from traditional brick-and-mortar transactions to virtual marketplaces (Mallat, 2007; Ratten, 2008; Thakur, 2013). Digital payment systems facilitate a wide range of transactions, including utility bill payments, travel bookings, electronic fund transfers, internet banking transactions, and retail purchases. These developments have created significant growth opportunities for the mobile payment industry by enabling technology-driven business models that extend financial services to millions of unbanked individuals (Mallat, 2007; Akturan & Tezcan, 2012; Taylor & Levin, 2014). The increasing penetration of mobile phones, combined with declining internet tariff rates, has further accelerated the growth of digital payment systems as viable alternatives to cash-based transactions (Kleijnen et al., 2007; Duncombe & Boateng, 2009; Dennehy & Sammon, 2015). Traditionally, India has been a cash-dominated economy, with the value of physical currency in circulation exceeding 18% of GDP, one of the highest among developing nations. Despite this rapid expansion, the overall penetration of digital payments in India remains relatively low, accounting for approximately 0.6% of GDP (India Macro Advisors, 2017), indicating substantial scope for further adoption and policy intervention.

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Among the various digital payment platforms operating in India, Google Pay (GPay) and Paytm have emerged as prominent players, contributing significantly to the digital transformation of financial services. This research undertakes an in-depth exploration of consumer satisfaction within the domain of digital payment systems, with a particular focus on GPay and Paytm. The primary objective of the study is to conduct a comprehensive comparative analysis of these platforms in order to identify and examine the key factors influencing consumer satisfaction. By doing so, the study seeks to uncover the critical determinants that shape user preferences, perceptions, and experiences across digital payment platforms. By investigating the underlying dynamics of user satisfaction in the digital payment landscape, the research endeavours to provide valuable insights into the drivers of consumer contentment and their broader implications for the evolving financial ecosystem. In an era where digital payment systems are becoming increasingly integral to everyday financial activities, the findings of this study are expected to hold significant relevance for a wide range of stakeholders, including service providers, policymakers, regulators, and academic researchers.

The rise of digital wallets has revolutionised money transfers, making them faster and more convenient. Traditional online payment systems, such as NEFT, often required a computer and were prone to lengthy transaction delays. Today, millions of users rely on e-wallets like PayU, Paytm, and MobiKwik for both personal and business transactions, aided by the near-universal availability of smartphones and internet access. Apps like BHIM and Aadhaar-enabled mobile wallets allow users to make direct digital payments from bank accounts, supporting the government's vision of a cashless economy through the Unified Payments Interface (UPI) system. The digital payment system marks the beginning of a transformative era for the common user by enabling the transfer of money through mobile phones, laptops, and other electronic devices. With the launch of the Digital India Programme, the Government of India aims to build a paperless, cashless, and faceless economy.

This initiative has significantly promoted the adoption of digital financial services across the country. As a result, multiple digital payment methods are now available in India to facilitate secure, fast, and convenient financial transactions. India's digital economy has witnessed rapid expansion, driven by inexpensive mobile data, widespread smartphone adoption, and supportive public digital infrastructure. A significant proportion of India's population is entering the digital economy for the first time, often bypassing traditional card-based payments and adopting mobile-first payment solutions. Within this context, Google Pay has emerged as a critical platform shaping India's digital payments landscape. At the fifth edition of the Google for India event, Google articulated its intent to position Google Pay as the core engine of its expansion strategy in India one of the world's largest untapped digital markets. Unlike Western markets, where Google Pay primarily functions as a digital wallet for debit and credit cards, the Indian version is predominantly UPI-based, reflecting local payment behaviors and infrastructure. Despite the rapid progress, a sizeable segment of the population continues to rely on cash transactions. To address this, the government has introduced various initiatives aimed at promoting digital payments, including incentivising merchants to adopt cashless modes.

Literature Review

Customer Satisfaction

Customer satisfaction is a critical construct in marketing and service management, reflecting the degree to which a product or service meets or exceeds customer expectations. According to Cesariana and Juliansyah (2022), customer satisfaction refers to the feeling of pleasure or disappointment that arises from comparing a product's perceived performance with prior expectations. Satisfaction is

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therefore a value-based evaluation, determined by the extent to which customers believe they are receiving adequate benefits relative to their expectations. Customer satisfaction can be assessed by examining consumers' responses to both the purchasing process and post-purchase experiences. Satisfaction may relate to specific product or service attributes or to the overall value derived from the service experience (Yusuf et al., 2021). In the context of electronic services, Hidayah (2021) identifies several determinants of e-satisfaction, including convenience, website design, and financial security. Convenience reduces the need for physical travel, effective site design ensures ease of navigation, and financial security enhances confidence in online transactions. Thus, a satisfied customer represents a valuable asset, as satisfaction fosters loyalty, repeat usage, and positive word-of-mouth. Retaining existing customers through superior service quality is especially important, as customer retention is significantly less costly than acquiring new customers. Several key factors influence customer satisfaction with digital payment systems, as discussed below.

Security

Security is one of the most critical determinants of customer satisfaction in digital payment systems. Consumers are highly concerned about the protection of their personal and financial information. Studies by Regha (2022) and Dhanya (2019) reveal that users prefer digital payments due to 24×7 accessibility, ease of bill payment, transaction speed, and security. Moghavvemi (2021) highlights that while merchants recognise benefits such as reduced transaction time and enhanced security, barriers like technological complexity, investment cost, and lack of technical knowledge discourage widespread adoption. Studies (Susanto, 2022; Balakrishnan, 2021; Al-Okaily, 2020) confirm that trust, security, ease of use, and perceived usefulness are universally critical factors influencing digital payment adoption. Payment platforms must therefore implement robust security measures such as encryption, two-factor authentication, biometric verification, and fraud detection mechanisms. Strong security frameworks foster trust, reassure users, and enhance overall satisfaction, ultimately contributing to customer loyalty.

User-Friendliness

Ease of use is one of the most influential factors affecting customer satisfaction. A digital payment system that is intuitive, simple, and easy to navigate enhances the overall user experience. Patel and Gupta (2018) examined smart card adoption and identified usability issues as a major obstacle, stressing the need for user-friendly interfaces and seamless transaction experiences. Kumar and Kavitha (2024) revealed a gradual increase in adoption due to the proliferation of apps and internet penetration, with user-friendliness and simplicity being critical. When users can quickly understand payment procedures, manage accounts, and access transaction histories without technical complexity, satisfaction levels increase. Zhang and Gupta (2021) emphasised the evolving nature of privacy concerns amid technological advancements, stressing the importance of transparent privacy policies and user-friendly systems in fostering trust in digital financial services. Platforms with user-friendly interfaces reduce operational friction and encourage continued usage.

Transaction Speed

Transaction speed significantly influences customer satisfaction. In a fast-paced digital environment, consumers expect payments to be processed instantly or within a very short time. Delays during checkout or fund transfers can lead to frustration and negatively impact the user experience. Efficient and reliable transaction processing is essential to maintaining customer satisfaction, particularly in competitive markets with multiple payment alternatives. Thus, transparency is also an important part in building customer confidence and satisfaction. Users expect clear and accurate information regarding transaction details, charges, and fees. Digital payment platforms that provide itemised

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billing, real-time notifications, and accessible transaction histories improve transparency and reduce dissatisfaction arising from hidden costs or unexpected deductions.

Convenience

Convenience plays a central role in shaping customer satisfaction. Digital payment systems that support multiple payment options such as cards, UPI, mobile wallets, and bank transfers offer greater flexibility to users. Raval et al. (2025) focused on Paytm satisfaction, indicating that transaction convenience and service convenience are major contributors to user satisfaction. Tyagi and Kan (2023) found that digital payment technology has transformed consumer financial management, particularly in emerging economies like India, where such systems are preferred for their convenience. The ability to transact across different devices and platforms further enhances convenience. Features such as one-click payments, automated bill payments, and saved payment details improve efficiency and contribute positively.

Customer Support

The availability and quality of customer support are crucial in influencing satisfaction levels. Even the most efficient digital payment systems may encounter technical issues or transaction failures. Prompt and effective customer support through multiple channels such as chat, email, and telephone ensures quick resolution of problems. Studies highlight the growing adoption of digital payment modes in India and other emerging economies, driven primarily by customer support, and social influence. Several researchers (Pandey, 2022; Bhattacharya, 2021; Mahesh, 2021) emphasise the accelerated growth of digital payments is due to customer support. Responsive customer service enhances trust and reassures users that their concerns are addressed promptly.

Reliability

Reliability refers to the consistent and uninterrupted functioning of digital payment systems. Customers expect platforms to operate smoothly without frequent outages or system failures. Repeated technical disruptions can lead to dissatisfaction and erode trust. Therefore, system stability and uptime are essential for ensuring a positive user experience. In an increasingly globalised environment, customers value digital payment systems that offer international usability. Platforms supporting multiple currencies and cross-border transactions are particularly attractive to travellers, expatriates, and online shoppers. Global accessibility enhances the perceived versatility and usefulness of digital payment systems. Subsequently, an extensive review of relevant literature is undertaken to examine earlier studies and to identify key variables influencing customer satisfaction, including usability, customer support, app design, and service quality.

Research Methodology

Based on the literature review, the research hypotheses were formulated. A carefully convenience sampling procedure ensures that the selected sample adequately represents the target population of digital payment users. Data are collected using appropriate research instruments and are subsequently analysed using suitable statistical tools. Quantitative data are analysed using techniques such as correlation and regression analysis, while qualitative data are examined through thematic analysis. The limited empirical research on customer satisfaction with digital payment systems highlights the need for more focused investigations into emerging issues, including the usability of digital payment applications, trust and security concerns, personalised services, and variations in customer expectations across different geographic regions.

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H1: Security has a significant relationship with customer satisfaction.

H2: User-friendliness has a significant relationship with customer satisfaction.

H3: Transaction Speed has a significant relationship with customer satisfaction.

H4: Convenience has a significant relationship with customer satisfaction.

H5: Customer Support has a significant relationship with customer satisfaction.

H6: Reliability has a significant relationship with customer satisfaction.

Sampling and data collection

The researcher distributed 421 questionnaires through Google Forms, out of which the researcher received 286 responses were complete and valid. In the present study, SPSS 25 software was used for data analysis. It is widely used to analyse complex relationships between variables in fields such as business, marketing, and the social sciences. It provides a user-friendly framework for conducting SPSS as a statistical technique designed to examine intricate interactions among multiple independent and dependent variables. Correlation analysis is a statistical method used to examine the direction and strength of the relationship between two or more variables. Regression analysis is a statistical technique used to estimate the relationship between one or more independent variables and a dependent variable. Further, using SPSS-25 software, these customer satisfaction variables were examined through factor analysis. Each variable is analysed based on responses collected from the questionnaire. All data related to these variables were measured using a five-point Likert scale.

Correlation Analysis

Correlation analysis is one of the primary statistical techniques used to determine the strength and direction of the relationship between two variables. In the present study, correlation analysis was conducted using SPSS 25 software to examine the relationships among the study variables. The results indicate that the correlation coefficients among the constructs are positive and within the acceptable range, suggesting meaningful relationships between the variables. These findings support the existence of associations among the factors influencing customer satisfaction with digital payment systems.

Table 1 Correlation Analysis

Constructs	SEC	UF	TS	CON	CS	REL	CSAT
SEC	1.000						
UF	0.324	1.000					
TS	0.490	0.659	1.000				
CON	0.516	0.365	0.558	1.000			
CS	0.203	0.194	0.350	0.396	1.000		
REL	0.496	0.633	0.933	0.719	0.378	1.000	
CSAT	0.103	0.120	0.258	0.278	0.737	0.323	1.000

Regression Analysis

The influence of the six identified independent variables was analysed using regression analysis performed through SPSS-25 software. The significance of each construct was evaluated based on t-values and p-values, which indicate the strength and statistical significance of the relationships. To test the significance of the hypothesised relationships between latent constructs in the measurement and structural models, a two-tailed t-test was performed using SPSS-25 software. This test determines whether the estimated relationships differ significantly from zero. A standardised path coefficient is

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considered statistically significant when the t-value exceeds 1.96 at the 5% level of significance. The results of the regression analysis, including the standardised path coefficients (β), t-values, and corresponding p-values, are presented in Table 2, which summarises the significance of all hypothesised relationships.

Table 2 Hypothesis Testing

Hypotheses	Beta	t-value	p-value	Result
H1: Security has a significant relationship with customer satisfaction.	0.215	2.444	0.007	Supported
H2: User-friendliness has a significant relationship with customer satisfaction.	0.048	1.340	0.181	Not-Supported
H3: Transaction Speed has a significant relationship with customer satisfaction.	0.450	5.098	0.000	Supported
H4: Convenience has a significant relationship with customer satisfaction.	0.159	3.243	0.001	Supported
H5: Customer Support has a significant relationship with customer satisfaction.	0.759	5.227	0.000	Supported
H6: Reliability has a significant relationship with customer satisfaction.	0.640	6.285	0.000	Not Supported

Note: Significance level P< 0.05, if t-value = >1.96, based on two-tailed t-test.

Based on the regression analysis conducted using SPSS version 25, the results indicate that several constructs have a positive and statistically significant influence on customer satisfaction with digital payment services offered by GPay and Paytm. Specifically, Security (t = 2.444; p = 0.007), Transaction Speed (t = 5.098; p = 0.000), Convenience (t = 3.243; p = 0.001), Customer Support (t = 5.227; p = 0.000), and Reliability (t = 6.285; p = 0.000) were found to significantly and positively influence customer satisfaction. In contrast, the construct User-friendliness (t = 1.340; p = 0.181) exhibited an insignificant effect on customer satisfaction with digital payment services. Accordingly, hypotheses H1, H3, H4, H5 and H6 were accepted, as they demonstrated significant positive relationships with customer satisfaction. However, hypothesis H2 was rejected due to its lack of statistical significance.

Findings

Based on the research objectives of this study, the data have been analysed by the researcher. The study identified some of the major factors affecting customer satisfaction towards digital payment. All these factors are identified by the researcher using the exploratory research method. Therefore, the study identifies 06 major factors affecting customer satisfaction, such as, Security, User-friendly, Transaction speed, Convenience, Customer Support, Reward and Incentives and Reliability. All of these factors play an important role in improving customer satisfaction. Security is one of the most critical determinants of customer satisfaction in digital payment systems. Consumers are highly concerned about the protection of their personal and financial information, particularly in online financial transactions. Therefore, digital payment platforms must implement robust security measures such as data encryption, two-factor authentication (2FA), biometric verification, one-time passwords (OTPs), and fraud detection mechanisms.

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User-friendliness is one of the most influential factors affecting customer satisfaction in digital payment systems. As digital payment applications evolve, features such as peer-to-peer transfers, mobile payments, budgeting tools, and transaction tracking have become essential. A system that is intuitive, simple, and easy to navigate enhances the overall user experience. Platforms with simple layouts, intuitive navigation, and minimal transaction steps reduce operational friction and encourage continued usage. Research also indicates that user-friendly security features, such as easy-to-use authentication processes, enhance customer confidence and trust.

Transaction speed significantly influences customer satisfaction, particularly in today's fast-paced digital environment. Customers expect payments to be processed instantly or within a very short time. Delays during checkout or fund transfers often result in frustration and negatively affect the user experience. Efficient and reliable transaction processing is therefore essential for maintaining satisfaction, especially in competitive markets where multiple payment alternatives are available. Faster transaction speeds improve perceived service quality and encourage repeat usage of digital payment platforms. Convenience is a central factor shaping customer satisfaction with digital payment systems. Platforms that support multiple payment options, including UPI, mobile wallets, cards, and bank transfers, provide greater flexibility to users. The ability to transact across devices and platforms further enhances convenience. Features such as one-click payments, saved payment details, automated bill payments, and biometric authentication simplify the payment process and improve efficiency.

The availability and quality of customer support significantly influence customer satisfaction. Even highly efficient digital payment systems may experience technical issues or transaction failures. Prompt and effective customer support through multiple channels such as chat, email, and telephone ensures quick resolution of problems. Responsive customer service enhances trust and reassures users that their concerns are addressed efficiently. Emerging technologies such as blockchain-based solutions further improve transparency, reduce fraud risks, and strengthen data security.

Reliability refers to the consistent and uninterrupted functioning of digital payment systems. Customers expect platforms to operate smoothly without frequent system failures or downtime. Repeated disruptions can lead to dissatisfaction and erosion of trust. Research indicates that accurate transaction processing, reliable uptime, and quick response to system failures significantly enhance customer satisfaction. Customers who experience dependable services are more inclined to continue using digital payment platforms and recommend them to others. In a globalised environment, reliability also includes international usability, such as support for multiple currencies and cross-border transactions. Platforms offering global accessibility are particularly attractive to travellers, expatriates, and online shoppers, further increasing satisfaction and loyalty.

Conclusion

Overall, the study concludes that customer satisfaction with digital payment systems is influenced by a combination of technological, functional, and service-related factors. Reliability, security, transaction speed, convenience and customer support play a decisive role in shaping user perceptions and satisfaction levels. The findings emphasize that digital payment providers must focus on delivering consistent, secure, and efficient services while continuously innovating to meet evolving customer expectations. In conclusion, digital payment systems have significantly enhanced the convenience and efficiency of financial transactions. The high level of customer satisfaction observed in this study reflects the success of platforms like GPay and Paytm in addressing user needs. However, as competition intensifies and user expectations continue to rise, digital payment providers must prioritize service quality, trust, and innovation to sustain customer satisfaction and loyalty. The insights generated from

this study provide valuable guidance for banks, fintech companies, and policymakers seeking to strengthen the digital payment ecosystem and promote a secure, inclusive, and customer-centric financial environment. Digital payment providers should actively seek user feedback to identify areas for improvement. Regular surveys, app reviews, and feedback tools can help service providers understand user expectations and address emerging issues promptly. Continuous innovation in features, security, and service delivery is essential to remain competitive and meet evolving customer needs. Incorporating user feedback into system upgrades will lead to higher satisfaction and sustained platform growth.

From an academic standpoint, the study contributes to existing literature by empirically validating the relationship between service quality dimensions and customer satisfaction in digital payment platforms. The findings reinforce established theories related to technology acceptance, service quality, and customer satisfaction while offering insights specific to the Indian digital payment context. The study also demonstrates the usefulness of advanced analytical tools such as factor analysis and regression analysis in examining customer satisfaction in fintech services. This provides a methodological reference for future researchers in similar domains.

Despite its valuable contributions, the study has certain limitations that should be acknowledged when interpreting the findings. First, the study is geographically limited to respondents from the capital city of Madhya Pradesh. While this provides meaningful insights into urban digital payment users, the findings may not be fully generalizable to rural or other regional populations with different levels of digital infrastructure and literacy. Second, the study focuses only on two digital payment platforms GPay and Paytm. Although these are among the most widely used platforms in India, excluding other payment apps such as PhonePe, Amazon Pay, or BHIM may limit the scope of comparison and the comprehensiveness of the findings. Third, the data were collected using a structured questionnaire, which relies on self-reported responses only from Bhopal city. Such data may be subject to response bias, including social desirability bias or inaccurate recall, which could affect the accuracy of the results. Fourth, the study adopts a cross-sectional research design, capturing customer perceptions at a single point in time.

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