

ABSTRACT

Technology and the internet have significantly transformed our lifestyle and behavior. One of the advancements in financial technology is mobile payment. This study aims to examine the influence of Social Value, Monetary value, Perceived usefulness, and Perceived trust on Green loyalty among mobile payment users in the Central Java Province, with Customer satisfaction as the intervening variable. This study employed a non-probability sampling method using the purposive sampling technique. A total of 250 respondents were included in this study, and primary data was collected through an online questionnaire. Data analysis is conducted using Structural Equation Modeling (SEM) with the AMOS software. The research findings indicate that Social Value has a significant influence on Customer satisfaction. Nilai mata uang tidak memiliki dampak yang signifikan terhadap tingkat kesetiaan terhadap praktik-praktik yang ramah lingkungan. The perception of usefulness and the perception of trust significantly influence Green loyalty. However, Social Values do not have a significant impact on Green loyalty. Furthermore, Customer satisfaction was found to have a significant impact on Green loyalty. This finding provides insights for mobile payment service providers to develop more effective strategies in enhancing customer loyalty through a profound understanding of the values that influence Customer satisfaction and loyalty. This research is expected to provide theoretical contributions to the literature on Social Value, Monetary value, Perceived usefulness, Perceived trust, Customer satisfaction, and Green loyalty, as well as practical recommendations for companies in developing more effective marketing strategies.

Keywords: *Social Value; Monetary value; Perceived usefulness; Perceived usefulness; Green loyalty*