

ABSTRACT

The development of the current era with rapid and rapid technological advances greatly determines the lifestyle of today's society that changes significantly, which from all aspects has now changed towards the digital era. One of them is in the financial technology industry. This financial technology forms an e-wallet product that makes digital payments in transactions. DANA is one of the e-wallet products in Indonesia. Based on observations found related to e-service quality, mix promotion, brand awareness, and repurchase intention in DANA application users. This study aims to determine the response and how much influence partially and simultaneously from e-service quality, promotion mix, and brand awareness of repurchase intention in DANA users.

To achieve success in one business one factor is to have a repurchase intention. So in order to achieve the repurchase intention there are several factors that influence, it is expected that the e-service quality, promotion mix, and brand awareness of the repurchase intention in DANA users.

This research uses quantitative methods as the type of descriptive research. And use a Likert scale as a measurement. The sampling technique uses non-probability sampling technique type of purposive sampling. The population in this study is the people of Bandung who have DANA applications and a sample of 100 respondents, namely DANA users who live in Bandung. The data analysis technique used in this study is multiple linear regression analysis and is processed using SPSS 25 for Windows.

Based on the results of research that has been done, the service quality variable is in the good category, promotion is in the good category, brand awareness is in the good category, and the repurchase intention variable is in the good category. In the e-service variable the quality of repurchase intention is 11.1%, the effect on the promotion mix variable is the repurchase intention that is 15.3%, and on the brand awareness variable on repurchase intention at 24.3%. Then it can be concluded that the quality of e-services quality, promotion mix, and brand awareness of repurchase intention have an influence of 50.7%.

Keywords: *E-Service Quality, Promotion Mix, Brand Awareness, Repurchase Intention*