ABSTRACT

This study was conducted to identify customer perception of mobile payment application users about LinkAja product in Bandung City. The purpose of this study was to identify customer perception of mobile payment application users on LinkAja product using Customer Profile. This study uses qualitative research method with descriptive approach. Data collection technique uses observation, interview and documentation, with the total of 10 informants. Data analysis technique uses Miles and Huberman's analysis which include data reduction, data display and conclusion drawing/verification. Based on this study results, there are conclusions that customer perception on LinkAja based on identification tool Customer Profile which divided into three blocks, they are customer jobs, customer pains and customer gains. First, on customer jobs, LinkAja is a mobile payment application with the usage amount ranged between one to 10 times in a month and mostly used for purchasing phone's credit by their customers. Furthermore, LinkAja can make their customers feel better after using LinkAja and possible to give satisfaction to their customers. Second, on customer pains, LinkAja is a mobile payment application that gives relatively cheaper price to their customers, not spending too much time on it's usage, easy to use for their customers, rarely found disruption on it's usage but besides that LinkAja still having few risks to worry about on it's usage, for example the risk of stolen customers data, lateness of transaction, fraud, transaction failure, loss of balance, and connectivity problem. Third, on customer gains, LinkAja is a mobile payment application that is loved because of it's convenience, with the purchasing phone's credit feature on LinkAja is the most enjoyed feature by their customers. But other than that, customers hope they can get faster process on the usage of LinkAja and also LinkAja needs to repair and increase the feature on the application so that they can fulfill customers hope.

Keywords: customer perception, Customer Profile, LinkAja.