

ABSTRACT

DANA is a digital payment platform that can be used at various offline and online payment merchants. The ease of using this digital wallet will provide a good experience for users. This research is based on a phenomenon related to the complaints of DANA application users in various forums, where with some of these complaints users doubt the readiness of DANA as a digital wallet. Of course, having a good experience can lead to a customer's trust, and at the same time it will improve the image or brand image of the DANA application.

Therefore, this study was conducted to determine the effect of customer experience on the brand image of the DANA application. The method in this study is quantitative with a descriptive approach. Sampling used the non-probability sampling method, which was intended for 100 respondents with the criteria of having transacted using the DANA application. Data collection through google form uses a 4-point Likert scale which is then processed using SPSS software version 22. The analysis technique used is simple linear regression, coefficient of determination and hypothesis testing. To find out whether customer experience has a significant effect on the brand image of the DANA application, a hypothesis test is carried out, H_0 is rejected and H_1 is accepted, the results of the t -test calculation are obtained at $t_{count}(11,606)$ $t_{table}(1,984)$ with a significant value of $0.000 < 0.05$. It can be interpreted that there is a significant influence of Customer Experience on the Brand Image of the DANA application.

Keywords: *Brand Image, Customer Experience, DANA*