ABSTRACT

The COVID-19 pandemic in Indonesia is part of the 2019 coronavirus disease (COVID-19) pandemic that has hit the entire country, so Pembatasan Kegiatan Masyarakat (PPKM) *have been put in place to stop the spread of this virus. Due to circumstances that require people to stay at home, all community activities turn digital, this change follows due to various limitations faced by the community so that changes in behavior in the way transactions in this community occur go digital using digital wallets that are used the most by the community even though it is no longer enforced* PPKM*, and there is still continuity in the use of digital wallets as a way to make transactions.*

With the increasing number of current payment transactions, it is also proportional to the increasing opportunities for the digital wallet market in Indonesia. *Customers have a perception that the use of digital payments is an important factor by digital wallet companies* ShopeePay *and* Gopay *which are the object of this research, and this user perspective will have a major impact on customer satisfaction caused by the availability or unavailability of a feature on digital wallets to increase power. company competitiveness.*

And the purpose of this research is to get an overview of the service quality of the ShopeePay *and* GoPay *digital wallets, to find out the description of customer satisfaction when using the* ShopeePay *and* GoPay *digital wallets, and to find out what service features need to be improved and improved by the ShopeePay and GoPay digital wallets. By using the* Kano Model *in identifying what customer needs are through measuring customer satisfaction based on needs and desires by analyzing platform service quality features, and then described by customer satisfaction mapping.*

Through this research, it was found that the service features owned by the ShopeePay *and* Gopay *digital wallets fall into the one dimensional, must be and indifference categories.* ShopeePay *and* Gopay *digital wallets must prioritize improvements to features in the one-dimensional quadrant and continue to improve features that are considered to have a high level of user satisfaction coefficient, so that later improvements can be made to the features offered and to ensure the level of user satisfaction with the services offered and win this opportunity competition.*

Keywords: *Digital Transactions, Digital Payments, Digital Wallets,* ShopeePay*, GoPay,* Kano Model*, COVID-19 Pandemic*