

ABSTRACT

The internet is now starting to develop a lot as a result of people's requests for everything to be easy, so a new business called a digital wallet has arisen. Digital wallets have become the number one payment tool in e-commerce. One of the digital wallet service providers is LinkAja where there are still some deficiencies in several aspects resulting in decreased customer satisfaction from year to year. This research is intended to analyze and see the effect of customer experience and brand image on customer experience on LinkAja.

Quantitative research methods were used in this study using descriptive research types, sampling was carried out using non-probability sampling techniques with a total of 385 respondents. Data were analyzed through descriptive analysis techniques and multiple linear regression analysis using IBM SPSS Statistics 25.

Referring to the results of descriptive analysis, the overall variable customer experience is 84.5% in the very good category. Brand image of 84.16% falls into the very good category as well as customer experience 83.8% included in the good category. The results for multiple linear regression analysis of the effect of customer experience and brand image on customer satisfaction simultaneously is 77.2% and partly 22.8% is influenced by other variables outside of this study.

Keyword : Customer Experience, Brand Image, Customer Satisfaction