ABSTRACT

In the progress in the economic sector, namely the development of a payment system that can gradually change cash (currency) as a payment method into a more effective and efficient form of non-cash payment. The development of digital wallet service providers (e-wallets) in Indonesia is also rapidly marked by the large competition between digital wallet service providers (e-wallets) to be top of mind or become the most frequently used by Indonesian users. LinkAja is one of the e-wallet providers using applications aimed at facilitating user transactions. Therefore, the purpose of this study aims to analyze the influence between brand awareness and brand image on the decision to use the LinkAja application. The research method used in this study is a quantitative method with a type of descriptive-causality research. Data were obtained from the results of questionnaire distribution to 385 respondents who became research samples using the non-probability sampling method, then, the data were analyzed using descriptive analysis techniques and multiple linear regression analysis. The results showed that brand awareness and brand image had a significant effect on the decision to use LinkAja waiters. And found results that show that the variables brand awareness (X1) and brand image (X2) have an influence on LinkAja's service usage decision (Y) by 55.35%, while the remaining 44.65% is the influence of other variables that were not studied by the authors in this study.

Keyword : *brand image, brand awareness, usage decision*