

ABSTRACT

Digital wallets, such as LinkAja, are becoming increasingly popular in Indonesia, including among students at Telkom University. Therefore, the aim of this study is to understand students' perceptions of the service quality of LinkAja.

This research uses a quantitative descriptive approach, with data collected through questionnaires distributed to 100 student users of LinkAja at Telkom University. The sampling technique employed is purposive sampling. Descriptive analysis was conducted to describe service quality, using six indicators: ease of use, aesthetics, connectedness, perceived control, perceived risk, and trust.

The results of this study show that perceived control and perceived risk received the highest scores, meaning that respondents, as LinkAja users, are willing to use the application because it allows them to control their transactions and feel secure as their personal data is protected. However, ease of use and trust need improvement, as they received the lowest scores.

Keywords: Digital Wallet, LinkAja, Quality of Service