

ABSTRACT

Business development in line with information technology is currently very rapid. Various kinds of payment methods have grown a lot from barter to now known as the term digital payment, especially e-wallet. Many e-wallet options exist today ranging from Gopay, Dana, to ShopeePay. ShopeePay is an e-wallet or digital wallet that is quite well-known and widely used today.

This study aims to determine the influence of customer satisfaction, e-wallet security, and brand experience on brand trust in brand loyalty. The data collection method used in this study used the purposive sampling method. The sample used in this study was 170 people obtained through the distribution of questionnaires online. The data obtained were processed using Structural Equation Model (SEM) analysis by utilizing the AMOS 24 program.

The results of this study show that there is a positive influence of kepuasan pelanggan, keamanan dompet digital, and pengalaman merek on kepercayaan merek. In addition, there is also a positive relationship between kepercayaan merek and loyalitas merek.

Keywords: Customer Satisfaction, E-Wallet Security, Brand Experience, Brand Trust, Brand Loyalty