

ABSTRACT

The development of a very rapid era today makes human thinking more advanced as well. One example of technological progress is in the financial sector. The development of technology in the financial sector introduced the term "Financial Technology" which is hereinafter abbreviated as "Fintech". Fintech is a technology that is engaged in finance, starting from M-Banking, buying and selling shares, online loans, and which is currently very intensively used by millennials, namely E-Wallet.

The purpose of this research is to analyze several problems such as analyzing and testing the effect of promotion on ShopeePay Indonesia's customer satisfaction. Analyze and test the effect of service quality on ShopeePay Indonesia customer satisfaction. Analyze and test the effect of trust on ShopeePay Indonesia customer satisfaction. Analyze and test the effect of customer satisfaction for ShopeePay Indonesia. In this study, the population is all consumers who have used ShopeePay e-wallet in Semarang City. The types and sources of data used in this study are Primary Data and Secondary Data.

The variables used in this study consisted of the independent variable (independent), the intermediate variable (intervening) and the dependent variable (dependent). The independent variables in this study were promotion (X1), service quality (X2), trust (X3). Variables The intermediate variable in this study is customer satisfaction (Y1). While the dependent variable is the variable that is influenced or which is the result of the independent variable. The dependent variable in this study is brand loyalty (Y2).

From this study, it was found that direct testing of promotion variables on customer satisfaction showed that there was a significant and positive effect. And also direct testing between service quality variables on customer satisfaction shows that there is a significant and positive effect. Direct testing between the variables of trust on customer satisfaction shows that there is a significant and positive effect. And also the direct test results between customer satisfaction variables on brand loyalty show that there is a significant and positive effect.

Keyword : *Technology, E-Wallet, ShopeePay.*