

ABSTRACT

The number of E-Money users since 2009 continue to increase. Similarly, TCASH has increased the number of users. However, the growing number of TCASH users in the Regional West Java especially in Bandung is not in line with the number of active users of TCASH. This shows the small level of loyalty of TCASH consumers in West Java.

This study uses SEM-PLS which aims to know the relationship between Perceived E-Service Quality, Trust, Satisfaction, Loyalty to Brand Equity on TCASH products. This research was conducted on active users of TCASH products in Bandung. In addition, this study aims to examine whether there is influence Perceived E-Service Quality consisting of Delivery Quality and Outcome Quality to Trust and Satisfaction at TCASH, knowing influence of trust and satisfaction to loyalty, and to know whether there is influence between Loyalty to Brand Equity, Trust and Satisfaction.

This study uses quantitative methods with data collection techniques by collecting questionnaires distributed in the area of Bandung. In addition, this study has a sample of 400 respondents using a non probability sampling method with the type of convenience sampling. In this study using Likert scale. This study used 35 questionnaire statements for 6 variables. Data processing is done by using SmartPLS 3.0.

Based on the evaluation of the influence between variables, obtained Delivery Quality has a positive and significant impact on Trust, Outcome Quality has positive and significant impact on Satisfaction, Trust has a positive and significant influence on Loyalty, Satisfaction have positive and significant effect on Loyalty, Loyalty has positive and significant influence to variable Brand Equity, Trust and Satisfaction.

Based on the results of this study to increase the level of Loyalty, preferably PT Telkomsel focuses on increasing customer satisfaction of TCASH services compared to increase consumer confidence, by increasing consumer awareness of TCASH services.

Keywords: *Brand Equity, Loyalty, Perceived E-Service Quality, Satisfaction, Trust*