

## ABSTRACT

The development of the times at this time that is increasingly advanced in the field of information and communication technology in the era of globalization. This development has spurred companies to compete more in the telecommunications sector to satisfy customers through the quality of services provided so they can compete with other companies. This makes changes to the payment system. This study aims to analyze the Comparison of Quality of E-Money Services on GO-PAY and OVO in Bandung.

This research is a quantitative research with comparative research methods. The population in this study is e-money customers on GO-PAY and OVO in Bandung. The sampling technique used is non probability sampling with a purposive sampling method. Data collection was carried out by distributing questionnaires to 100 respondents. The data analysis technique used is the ranking analysis marked Wilcoxon. Measurement of the quality of e-money services for both objects of this study was carried out using the Service Quality (ServQual) measurement tool proposed by A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry in which there are 5 dimensions, namely Reliability, Responsiveness, Assurance, Empathy, Tangibles.

The results showed that there were significant differences between the quality of E-money services on GO-PAY and OVO. This can be seen in the Asymp.sig results. (2-tailed) of 0.012. Because the p-value is smaller than alpha ( $0.012 < 0.05$ ), so  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a difference between the quality of e-money services on GO-PAY and OVO.

**Keyword : *Service Quality, E-Money, GO-PAY, OVO.***