

## **ABSTRACT**

*Changes in modern society that are increasingly developing and advancing in Indonesia make changes in the field of financial systems from conventional to electronic and will shape changes in the non-cash transaction system. Here the government is also implementing a non-cash payment system at toll gates so that it can speed up transactions and increase efficiency at the payment system at toll gates. In this issue strengthened by government regulations in PUPR Ministerial regulation Number 16 / PRT / M / 2017 dated 12 September 2017 regarding non-cash transactions on toll roads so that people are forced to use e-toll cards if they want to use toll road facilities*

*The purpose of this research is to find out how the strength of brand awareness, product quality, ease of use from Mandiri e-toll cards with a case study on users of Mandiri E-toll cards in Bandung. This research uses quantitative methods. The method used for data collection in this study was carried out by distributing questionnaires to all Bandung residents who used Mandiri e-toll cards in Bandung and as many as 385 respondents.*

*Data management for the analysis technique used in this study is multiple linear regression research model (Multiple Regression) and with the help of SPSS (Statistical Package for the Social Sciences) application and the variables studied are brand awareness, product quality, ease of use variables customer perceived value.*

*The results of this study indicate that the three variables namely brand awareness, product quality, ease of use to customer perceived value have a positive and significant effect on Mandiri e-toll card users.*

*And from the results of research among the three variables, namely brand awareness, product quality, ease of use. This can be used as a reference by the Mandiri bank to increase public awareness of the Mandiri E-money Mandiri e-toll card, with the goal of encouraging the emergence of positive Perceived Value in the community and to continue to improve product quality, by adding features, the use and vendor of Mandiri E-money Mandiri e-toll card, in order to facilitate the use of Mandiri E-money Mandiri e-toll card,*

*Keywords: mandiri e-toll; ease of use; e-toll*