

ABSTRACT

In the rapidly development of technology in Indonesia, many companies both private to SOEs using technology by introducing new product technology , one of them is in the financial sector. With cutting edge technology the company create a product named financial technology (FinTech). However, with so many FinTech companies each must strengthen its brand equity to convince the public for using their FinTech products. There are four categories of brand equity that must be strengthened by the company, brand awareness, perceived quality, brand association, and brand loyalty.

With this research conducted to determine how strong the brand equity in FinTech LinkAja is by using the Factor Analysis method through AMOS Software. This research can be use to provide input to strengthen the brand equity of LinkAja.

The data collection method was obtained from distributing questionnaires to 400 respondents, using simple random sampling technique. After that the data will be analyzed using AMOS Software.

Keywords : Brand Equity, Factor Analysis by using AMOS Software, *FinTech*, Customer Decision