

## **ABSTRACT**

*In the era of technological advances today, all daily activities undergo changes that were originally manual, but now have changed to digital. Currently, predominantly mobile activities are used. For example, in the payment transaction system that is done digitally. One of the phenomena that the author adopts in this study is financial technology (fintech). One of the fintechs that will be discussed in this study is the DANA digital wallet application.*

*The purpose of this study is to show Importance Performance Analysis which is a tool for measuring e-service quality in DANA where DANA has increased users in a significant amount of time and sees the application performance of DANA in providing services. The researcher chooses one of the priorities from seven dimensions measured using e-service quality. The seven dimensions of e-service quality are: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact.*

*This study uses the IPA (Importance Performance Analysis) method to measure the priority of the e-service quality dimension in the use of the DANA digital wallet application. Data is taken from a questionnaire for DANA digital wallet users.*

*Based on the results of the descriptive analysis recapitulation, it can be concluded on the expectation score that there are five dimensions with important categories, namely efficiency, system availability, privacy, responsiveness, compensation, fulfillment, contact, with an average expectation score of 86%, which means that the expectations of DANA users are very good. Meanwhile, the results on the performance score show that there are six dimensions with very important categories, namely dimensions of efficiency, fulfillment, system availability, privacy, responsiveness, contact with an average performance score of 79% which means very good.*

*The result of the gap analysis shows that the overall average score per indicator on the expectation is 6.00 while the average score per indicator on performance is 5.56 with a suitability index of 93%. Based on the analysis of the Importance Performance Analysis method, it is concluded that there are the best dimensions, namely efficiency, fulfillment, System Availability, responsiveness. The worst dimensions are efficiency and contact.*

**Keywords: E-service quality, Importance Performance Analysis, DANA, fintech**