# ABSTRACT

*This research is based on a phenomenon related to the number of customer complaints on the LinkAja application in various forums; including cashback promos, cut balances, failed upgrades, inappropriate services, and doubts about LinkAja's readiness when it was launched. The purpose of this study was to determine how much influence the customer experience has on the brand image of the LinkAja application.*

*This study uses independent variables or customer experience, namely sense, feel, think, act, and relate. The dependent variable or brand image is brand identity, brand personality, brand association, brand attitude and behavior, brand benefits and competence. This type of research is a descriptive study using a quantitative approach. The population in this study were users of the LinkAja application who are currently or have used the application and used a sample of 100 respondents with a purposive sampling technique. The data analysis technique consisted of normality test, coefficient of determination, simple linear regression analysis, and hypothesis testing. Hypothesis testing is done using the t test, it is known that the value of t count is (18.161)> t table (1.984), then H0 is rejected and H1 is accepted, which means that there is an influence between customer experience on brand image. The coefficient of determination (r) is 77.1% and it means that customer experience has a positive, strong, and significant impact on brand image of 77.1% and the remaining 22.9% is influenced by other variables.*

*It is recommended that this study be a reference and literature so that further research can use different variables, take non-LinkAja samples from a different point of view or use different data analysis methods and techniques in order to produce diverse and useful research.*

*Keywords: Brand Image, Customer Experience, LinkAja*