

ABSTRACT

DANA is a new payment method in the palm of customers hand or digital wallet. Which aims to make the users can easily use financial transaction with existing account without having to go through several steps that would otherwise be required. Nevertheless, there are some problems occurs such as technical issues, admin responds, features issues, and also they stated if they feel dissapointed. Which means the services provides by DANA still does not meet customer's expectation. Therefore, this study aims to show the relationship between E-Service Quality and E-Customer Satisfaction of DANA application.

The quantitative descriptive and causal method is used in this research based on the E-Service Quality and E-Customer Satisfaction of DANA'S customers. Where the sampling technique that used is simple random sampling technique, which amounted to 100 respondents who already used the service of DANA application in Indonesia to fill the questionnaire in this research.

Based on the descriptive analysis, E-Service Quality obtained the percentage score of 80%. While E-Customer Satisfaction obtained the percentage score of 77%. Based on the t-test E-Service Quality partially has a significant effect on E-Customer Satisfaction. Then, E-Service Quality also has an effect of 75.2% on E-Customer Satisfaction of DANA application. Based on the customers' perceptions of E-Service Quality, DANA must improve the term of Personalization regarding the feature requested by customers. Then, DANA can maintain the term of Interface Design, where DANA has an attractive, well-organized appearance, and easy to complete a transaction. For E-Customer Satisfaction, DANA can maintain the term of Convenience regarding the ease of uses of DANA'S features, where it has the highest score. While DANA must improve the term of Merchandising, Site Design, Security, and Serviceability.

Keywords: E-Service Quality, E-Customer Satisfaction, DANA