

ABSTRACT

Currently, payments using smartphones are booming or more often referred to as financial technology or fintech. One of the companies engaged in fintech is the Digital Wallet Fund which has been established since 2017 and still exists today. This study aims to determine the influence of digital marketing and brand trust on the decision to use Digital Wallet Funds in Bandung. The type of this research is quantitative research. The research method used in this study is multiple linear regression analysis. While the number of samples used as many as 400 respondents. The results of this study show that the digital marketing (X1) and brand trust (X2) variables have a positive and significant influence either simultaneously or partially. The influence of digital marketing variables (X1) and brand trust (X2) on the decision to use (Y) is 59.8%, and the remaining 40.2% is influenced by other factors not examined by researchers.

Keyword: Digital Marketing, Brand Trust and Decision to Use.