

## ABSTRACT

*This research was conducted to determine the influence of e-service quality, brand image, and social media marketing on the loyalty of DANA digital wallet users among Bandung Telkom University students. The purpose of this research is to find out and analyze how e-service quality, brand image, and social media marketing, both partially and simultaneously, affect the loyalty of DANA digital wallet users among Bandung Telkom University students, as well as analyzing the influence of mediating variables.*

*The type of research used in this research is quantitative research with the sampling technique in this research using accidental sampling technique. The total sample was 97 students. The analysis techniques used are descriptive statistics and path analysis to test the influence of mediating variables.*

*Based on the research results, e-service quality has a positive and significant influence, brand image has a positive and significant influence, and social media marketing has a positive and significant influence. Simultaneously, the variables e-service quality, brand image, and social media marketing have a positive and significant influence.*

*The conclusion of this research is that the e-service quality and brand image variables of DANA digital wallet users among Bandung Telkom University students are in the very good category. Meanwhile, the social media marketing variable is classified as good. Therefore, DANA can improve social media marketing and maintain its excellent e-service quality and brand image.*

**Kata Kunci:** *E-Service Quality, Brand Image, Social Media Marketing, and Loyalty*