

ABSTRACT

The development in this digitalization era is influenced by the rapid advancement of technology, the development of technology in the industrial revolution 4.0 cannot be separated from the role of the increasingly advanced internet, with the advancement of this internet it will have various impacts on people's lives. The advancement of this internet encourages technological advances that are designed to make it easier for people, with the development of this technology it will certainly change people's lifestyles, especially in terms of the economy, especially the payment system. Currently, payment methods have increased and been updated, such as the emergence of digital payments, namely digital payments, one of the easily recognized platforms in digital payments is the Dana e-wallet. The Dana e-wallet itself is a product of PT Espay Debit Indonesia Koe, an Indonesian startup engaged in financial technology that provides payment infrastructure that allows Indonesian people to make payments and transactions non-cash and non-card. The purpose of this study is to determine how much influence the customer experience of Dana e-wallet users has on the interest in continued use which is mediated by customer satisfaction. This study states that customer experience has a positive and significant influence on the interest in reuse and customer satisfaction has a positive and significant influence on the interest in using the Dana e-wallet.

Keywords: e-wallet, digital payment, customer experience, satisfaction, Dana.