

ABSTRACT

This study aims to analyze the influence of information security factors on customer satisfaction among users of the DANA e-wallet service. The factors examined include transaction speed, authentication, encryption mechanisms, software performance, privacy details, and information provided. Using a quantitative causal approach, data were collected through questionnaires distributed to 150 active DANA users. Results from multiple linear regression analysis show that all independent variables have a positive and significant effect on customer satisfaction, with authentication being the most influential variable. Additionally, the F-test confirms that all variables collectively have a significant effect, while the Adjusted R Square value of 0.416 indicates that the model explains 41.6% of the variation in customer satisfaction. These findings highlight the importance for companies to enhance authentication systems, improve transaction speed, and protect user data privacy and security as strategies to increase customer satisfaction and loyalty.

Keywords: Information Security, Privacy, Customer Satisfaction, E-wallet, DANA