

ABSTRACT

This study aims to analyze the influence of service quality, task characteristics, structural assurance, and trust on customer satisfaction in the Wondr by BNI application. BNI launched Wondr as a super-app to integrate various financial and lifestyle services, driven by the rapid growth of digital banking in Indonesia. However, user adoption and satisfaction levels still need to be improved to strengthen Wondr's position in the competitive market. This study used a quantitative approach with a survey method. The research sample consisted of 400 active Wondr by BNI application users selected using a purposive sampling technique. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM).

Keywords: Service Quality, Task Characteristics, Structural Assurance, Trust, Customer Satisfaction.