

## **ABSTRAK**

### **PENGARUH *E-SERVICE QUALITY*, *E-TRUST*, DAN *BRAND IMAGE* TERHADAP *E-CUSTOMER LOYALTY* (STUDI PADA GENERASI Z PENGGUNA DOMPET DIGITAL DANA DI BANDAR LAMPUNG)**

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Kemajuan teknologi digital telah mempengaruhi di sektor *financial technology*. Salah satu wujud dari berkembangnya fintech di Indonesia adalah dengan hadirnya dompet digital yang mempermudah proses pembayaran dengan sistem digital, khususnya bagi Generasi Z. Dengan mengalami pertumbuhan yang signifikan, dompet digital telah memiliki banyak platform, salah satunya dompet digital DANA. Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality*, *e-trust*, dan *brand image* terhadap *e-customer loyalty* pada Generasi Z pengguna dompet digital DANA di Bandar Lampung, baik secara parsial maupun simultan. Jenis penelitian ini adalah *explanatory research* dengan pendekatan kuantitatif. Pengambilan sampel menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling* sebanyak 385 responden. Data dikumpulkan dengan cara menyebarkan kuesioner secara online, dan dianalisis menggunakan *software* IBM SPSS versi 31. Hasil penelitian ini menunjukkan variabel *e-service quality*, *e-trust*, dan *brand image* secara parsial dan simultan memiliki pengaruh positif dan signifikan terhadap *e-customer loyalty* pada Generasi Z pengguna dompet digital DANA di Bandar Lampung.

**Kata Kunci:** *E-Service Quality, E-Trust, Brand Image, E-Customer Loyalty*

## **ABSTRACT**

### **THE EFFECT OF E-SERVICE QUALITY, E-TRUST, AND BRAND IMAGE ON E-CUSTOMER LOYALTY (A STUDY OF GENERATION Z USERS OF THE DANA DIGITAL WALLET IN BANDAR LAMPUNG)**

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*Advancements in digital technology have significantly influenced the financial technology sector. One manifestation of fintech development in Indonesia is the emergence of digital wallets, which simplify payment processes through digital systems, particularly for Generation Z. Experiencing substantial growth, digital wallets now offer multiple platforms, including the DANA digital wallet. This study aims to examine the effects of e-service quality, e-trust, and brand image on e-customer loyalty among Generation Z users of the DANA digital wallet in Bandar Lampung, both partially and simultaneously. The research employs an explanatory research design with a quantitative approach. Samples were collected using a non-probability sampling method with purposive sampling, totaling 385 respondents. Data were gathered through online questionnaires and analyzed using IBM SPSS software version 31. The results indicate that e-service quality, e-trust, and brand image have positive and significant effects on e-customer loyalty among Generation Z users of the DANA digital wallet in Bandar Lampung, both partially and simultaneously.*

***Keywords: E-Service Quality, E-Trust, Brand Image, E-Customer Loyalty***