THE INFLUENCE OF SATISFACTION AND TRUST ON CUSTOMER LOYALTY IN USING THE DANA E-WALLET APPLICATION

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ABSTRACT

This study aims to analyze the effect of satisfaction (X1) and trust (X2) on customer loyalty (Y) in using the Dana e-wallet application in Bengkalis District. Quantitative methods with data collection techniques through questionnaires to 100 respondents were used. The data were analyzed with descriptive statistical tests, validity tests, reliability tests, classical assumption analysis tests, multiple linear regression, T tests, F tests and coefficient of determination (R^2) tests. The results showed that the variables of satisfaction (X1) and trust (X2) have a positive and significant influence on customer loyalty (Y). This is evidenced by the calculated t value which is greater than the t table and the calculated f value which is greater than the f table. The coefficient of determination (R^2) value of 0.796 indicates that 79,6% of the variation in customer loyalty can be explained by customer satisfaction and trust. The conclusion of this study is that satisfaction and trust are very important factors that influence customer loyalty in using the Dana e-wallet application in Bengkalis District. Dana needs to focus on increasing customer satisfaction and trust to increase customer loyalty.

Keywords: Satisfaction (X1), Trust (X2), Customer Loyalty (Y)