

ABSTRACT

THE EFFECT OF SUSTAINABLE BRAND EQUITY, ENGAGEMENT, VALUE, AND USER EXPERIENCE ON CONSUMER SATISFACTION (A Survey of Digital Payment Platform Users in Priangan Timur)

By:

**Megi Elgie Rahayu
238334040**

***Supervisor I: Deden Mulyana
Supervisor II: Yusuf Abdullah***

This study aimed to determine the effect of Sustainable Brand Equity, Engagement, Value, and User Experience, both simultaneously and partially, on the satisfaction of digital payment platform users in Priangan Timur. The method used in this study was a survey with a descriptive quantitative approach. The sample consisted of 384 respondents distributed across six research areas, with each area receiving an equal proportional allocation of respondents. Data analysis using path analysis found that Sustainable Brand Equity, User Engagement, User Value, and User Experience simultaneously and partially had a positive and significant effect on the satisfaction of digital payment platform users in Priangan Timur. The results of this study implied that digital payment platform providers in Priangan Timur needed to strategically strengthen sustainable brand equity, increase engagement, create superior value, and optimize user experience in order to improve user satisfaction on a sustainable basis.

Keywords: Consumer Satisfaction, Engagement, Sustainable Brand Equity, User Experience, Value