

ABSTRACT

Along with the development in this era of globalization, the internet has influenced all of aspects such as people lifestyle, business, and company. Many companies also use information technology and the Internet to develop various types of services, especially in the field of financial technology. Flip is an application that owned by PT Fliptech Lentera Inspirasi Pertiwi which aims to help people send money securely without any transaction fee. There is some factors that made the customer of Flip not satisfied. The most reason the customer give bad reviews is slow transfer. The slow transfer process can make customer not satisfied. It can be seen from the review that said the service is bad.

However, many factors that can affect the customer satisfaction in using Flip. If the customer satisfies, they will repurchase using Flip. One of the factors that can affect the customer satisfaction is customer experience. From experience from customer, they can review their satisfaction. By seeing the importance of this study to understand the factors of customer experience that can influence customer satisfaction of Flip's users in Indonesia.

This research uses quantitative descriptive based on the customer experience and customer satisfaction. The sample in this research amounted to 100 respondents who have been use Flip's service. The result is customer experience has significant effect to customer satisfaction.

Key Words: Customer Experience, Customer Satisfaction, and Flip Application