

ABSTRACT

The development of technology in today's modern era is one that is inseparable in human life. The development of digital technology has made changes in various aspects of life, including the banking industry. Digital banking services are now increasingly popular among the public, one of which is SeaBank, which has succeeded in becoming one of the digital banks favored by the public today. This study aims to determine the effect of customer experience, perceived value and customer involvement on customer trust in Seabank users in Bandung City.

This study uses a causal quantitative method using Nonprobability Sampling technique with a total sample of 385 respondents. In processing the data, it was analyzed through data analysis techniques and multiple linear regression researchers using SPSS.

The results of the analysis in this study indicate that customer experience has a simultaneous and partial influence on customer trust. The perceived value variable has a simultaneous and partial influence on customer trust. And the variable of customer engagement has an influence on customer trust has a simultaneous and partial influence. The results of multiple linear regression analysis show that customer experience, perceived value and customer involvement have a simultaneous and significant influence of 53.2% and the remaining 46.8% is influenced by variables outside this study.

Keywords: Customer Experience, Perceived Value, Customer Engagement, Customer Trust, Seabank