

**The Effect of Cashback Customer Satisfaction and Customer
Loyalty Towards Customer Intention For Using E-payment
Gopay In Universitas Atma Jaya Yogyakarta**

THESIS

**Presented as Partial Fulfillment of the Requirements to Achieve Degree of Sarjana
Manajemen (S1) In International Business Management Program
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



Arranged by:

Leonardo Novandry Pratama

NPM : 16 12 22590

**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA
YOGYAKARTA
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THESIS

The Effect of Cashback- Customer Satisfaction And Customer Loyalty Towards Customer Intention For Using E-payment Gopay In Universitas Atma Jaya Yogyakarta

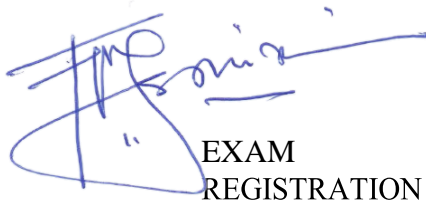
Arranged by :

Leonardo Novandry Pratama

NPM : 16 12 22590

Has been read and approved by :

Thesis Lecturer



EXAM
REGISTRATION

Felix Wisnu I, Drs., MBA..

Date,16 June 2021

This to Certify that the Thesis Entitled

**THE EFFECT OF CASHBACK CUSTOMER LOYALTY CUSTOMER
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**Written By:
Leonardo Novandry Pratama
Student ID Number: 16 12 22590**

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Universitas
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EXAMINATION COMMITTEE

Chairman

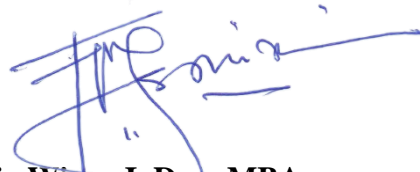


Prof. Dr. Sukmawati S., MM.

Member



Handoyo Wibisono C., Drs., MM. Dr.



Felix Wisnu I, Drs., MBA.



UNIVERSITAS ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika

Letter of Statement

No. 704/J/I

Based on the Thesis Defense results that has been held on Monday, 5 July 2021 with the following examiners:

- | | |
|------------------------------------|----------|
| 1. Prof. Dr. J. Sukmawati S, MM. | Chairman |
| 2. Dr. Handoyo Wibisono, MM., CSA. | Member |
| 3. Drs. Felix Wisnu I, MBA. | Member |

The examiners team has decided that:

Name : Leonardo Novandry Pratama
Student Number : 161222590
Program : International Business Management

Has passed
Thesis Revision

The thesis revision has been reviewed and confirmed by all examiners.

This letter of statement is made for Yudisium/Graduation of Bachelor of Management in Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

Dean,



Drs. Budi Suprpto, MBA., Ph.D

AUTHENTICITY ACKNOWLEDGEMENT

I, Leonardo Novandry Pratama hereby declare that the thesis with the following title:

THE EFFECT CASHBACK CUSTOMER LOYALTY CUSTOMER SATISFACTION TOWARDS CUSTOMER INTENTION FOR USING E-PAYMENT GOPAY IN UNIVERSITAS ATMA JAYA YOGYAKARTA

Is really my own thinking and writing. I fully acknowledge that my writing does not contain other's or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Leonardo Novandry Pratama

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke at the bottom.

Surakarta, 15 June 2021

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Surakarta, June 15th, 2021

A small, square image showing a handwritten signature in black ink on a light-colored background. The signature is stylized and appears to be the name Leonardo Novandry Pratama.

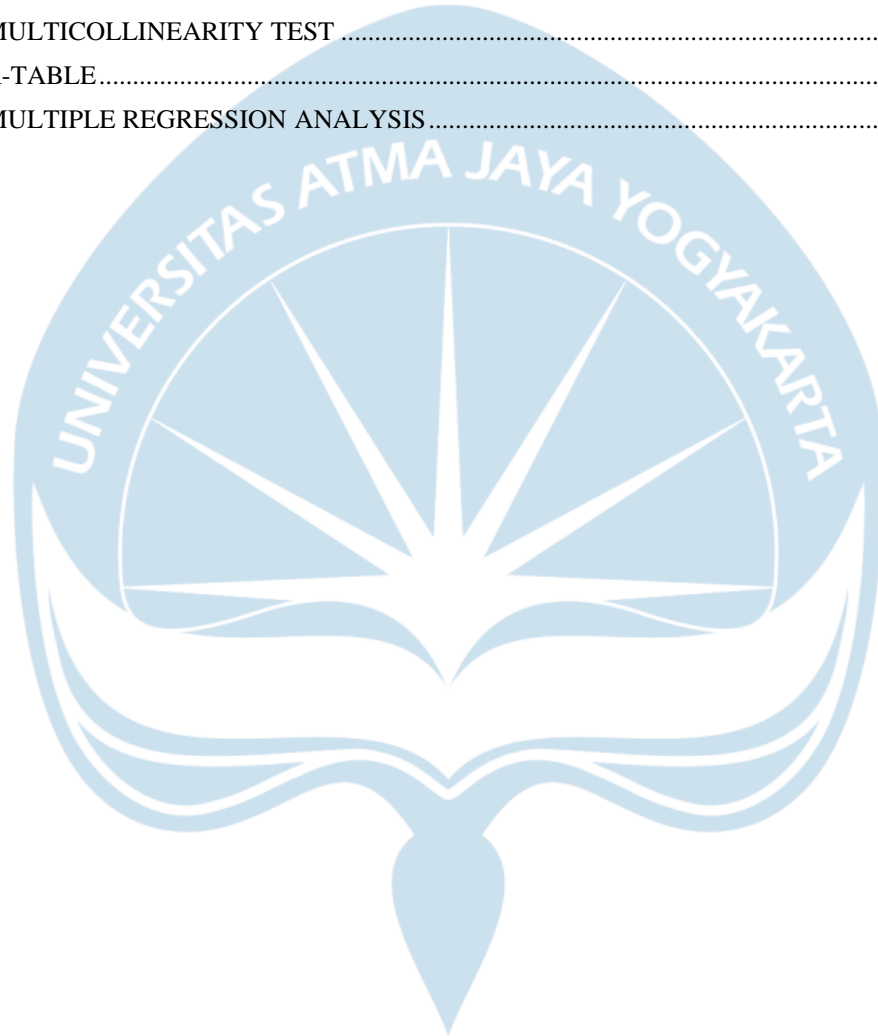
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**The Effect Of Cashback Customer Satisfaction And Customer Loyalty
Towards Customer Intention For Using E-payment Gopay In Universitas**

Atma Jaya Yogyakarta

Compiled by:

Leonardo Novandry Pratama

16 12 22590

Supervisor:

Felix Wisnu I, Drs., MBA

International Business Management Program, Faculty of Business and Economics
Atma Jaya Yogyakarta University, Jalan Babarsari 43-44, Yogyakarta

ABSTRACT

The main purpose of this study is to investigate the effect of cashback, customer loyalty, customer satisfaction towards customer intention to use Gopay in Universitas Atma Jaya Yogyakarta. This research uses online questionnaire for the data collection methods, which is distributed to 165 respondents from Student of Universitas Atma Jaya Yogyakarta. This study uses SPSS as the main analysis tool.

The result shows that cashback and customer satisfaction have significant effect towards customer intention for using e-payment Gopay in Universitas Atma Jaya Yogyakarta but on the other hand customer loyalty does not have a significant effect towards customer intention for using e-payment Gopay. Further research can add other factors to measure consumers' loyalty and customer satisfaction in future research. The findings of this research could help the companies of Gopay in Indonesia to keep existing and help the business to develop a new strategy for the customer of mobile payment.

Keyword: *Electronic Payment, Gopay in UAJY, Financial Technology*