

ABSTRACT

This study aims to analyse and determine empirical evidences of customer experience toward financial performance of bank on customer that used digital banking in Indonesia if mediated by customer satisfaction. The samples in this research are 261 respondense. The criteria of sample are respondense who live in Jakarta, Bogor, Depok, Tangerang and Bekasi and digital banking user. The method of this research is using non-probability sampling. The method of data collection is through online questionnaires. The data were anaylzed by using PLS-SEM. The result of this research are: first, customer experience has positive affect toward customer satisfaction. Second, customer experience has positive affect toward financial performance. Third, customer satisfaction has positive affect toward financial performance. Fourth, customer experience has indirect positive affect toward financial performance if mediated by customer satisfaction.

Keywords:*Financial Performance, Customer Experience, Customer Satisfaction*