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## ONE-DAY WORKSHOP MEMBANGUN NILAI TRUST TERHADAP PRODUK LAYANAN PADA GENERASI Z DI METRO-LAMPUNG

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### Abstract

*Digital service products require careful attention to the service delivery process and the establishment of trust value. The Community Service Team of Musi Charitas Catholic University Palembang conducted a workshop titled "Building Trust Value Towards Service Products for Generation Z in Metro - Lampung," involving 50*



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*participants from Generation Z. The outcomes revealed that workshop participants were adept at illustrating trust value through three approaches: understanding the benefits of service products, recognizing the value that attracts purchasing interest, and perceiving the appealing benefits of products. The workshop received positive responses, with participants expressing a high level of understanding of the presented material and motivation to participate. Statistical analysis further confirmed the success of the activity in cultivating trust value perception among the participants.*

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