

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tingkat *e-trust*, *e-service quality*, *price perception* dan *e-satisfaction* nasabah pengguna *mobile banking* Livin' by Mandiri di Yogyakarta secara positif, valid, dan signifikan dilihat dari nilai signifikan $0,001 < 0,05$. Sampel dalam penelitian ini menggunakan *nonprobability sampling tipe accidental sampling* yang terdiri dari 30 partisipan untuk pengujian *pilot test*, dan 163 partisipan untuk penelitian utama yang menggunakan *mobile banking* Livin' by Mandiri di Yogyakarta. Teknik analisis data yang digunakan adalah teknik analisis deskriptif, serta uji yang digunakan yaitu uji validitas dan uji reliabilitas. Metode pengumpulan data melalui penyebaran kuesioner kepada pengguna *mobile banking* Livin' by Mandiri di Yogyakarta. Pada hasil penelitian menunjukkan bahwa analisis *e-trust*, *e-service quality*, *price perception* dan *e-satisfaction* nasabah pengguna *mobile banking* Livin' by Mandiri di Yogyakarta dengan nilai signifikan $< 0,001$ secara simultan memberikan hasil positif dan signifikan pada *e-satisfaction* pengguna *mobile banking* Livin' by Mandiri di Yogyakarta. Nilai uji reliabilitas yang didapat dari hasil pengolahan data pada SPSS *Statistics* yaitu memperoleh nilai *Cronbach's Alpha* sebesar 0,751 lebih besar dari 0,60 yang berarti bahwa penelitian ini dinyatakan reliabel.

Kata Kunci : *E-Trust, E-Service Quality, Price Perception, E-Satisfaction*

ABSTRACT

This study aims to analyze the levels of e-trust, e-service quality, price perception, and e-satisfaction among customers using Livin' by Mandiri mobile banking in Yogyakarta in a positive, valid, and statistically significant manner, as indicated by a significance level of $0.001 < 0.05$. The sample in this study was selected using nonprobability sampling of the accidental sampling type, consisting of 30 participants for the pilot test and 163 participants for the main study, all of whom use Livin' by Mandiri mobile banking in Yogyakarta. The data analysis technique used was descriptive analysis, and the tests conducted included validity and reliability tests. The data collection method involved distributing questionnaires to users of Livin' by Mandiri mobile banking in Yogyakarta. The research results show that the analysis of e-trust, e-service quality, price perception, and e-satisfaction among Livin' by Mandiri mobile banking users in Yogyakarta, with a significance level of < 0.001 , simultaneously yielded positive and significant results for the e-satisfaction of Livin' by Mandiri mobile banking users in Yogyakarta. The reliability test value obtained from data processing in SPSS Statistics yielded a Cronbach's Alpha value of 0.751, which is greater than 0.60, meaning that this study is considered reliable.

Keywords: E-Trust, E-Service Quality, Price Perception, E-Satisfaction