

## **ABSTRAK**

### **PENGARUH KUALITAS LAYANAN *MOBILE BANKING* PADA KEPUASAN DAN LOYALITAS NASABAH BANK XXX**

**HARSIHI PRATIWI**

**16/402384/PEK/21919**

Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan *mobile banking* pada *kepuasan* nasabah Bank XXX terkait kualitas layanan *mobile banking* yang dimiliki bank XXX serta pengaruh nya terhadap *kepuasan* dan *loyalitas* nasabah menggunakan fasilitas *mobile banking*. Elemen- elemen kualitas *mobile banking* yang diukur meliputi fungsionalitas, konten, layanan pelanggan dan desain antarmuka.

Data dikumpulkan melalui survei dengan kuesioner tertutup terhadap 110 responden yang ditentukan dengan *purposive sampling*. Penelitian ini menggunakan alat analisis regresi linier berganda untuk menguji pengaruh elemen-elemen kualitas layanan *mobile banking* pada *kepuasan* dan analisis regresi linier sederhana untuk menguji pengaruh *kepuasan* pada *loyalitas* nasabah

Hasil penelitian menunjukkan bahwa elemen-elemen kualitas layanan *mobile banking* yang terdiri fungsionalitas, konten, layanan konsumen dan desain antarmuka berpengaruh positif signifikan pada *kepuasan* nasabah. Selanjutnya, *kepuasan* nasabah memiliki pengaruh positif yang signifikan terhadap *loyalitas* nasabah Bank XXX untuk terus menggunakan *mobile banking*

Kata Kunci: kualitas layanan, *mobile banking*, *kepuasan* nasabah, *loyalitas*

## **ABSTRACT**

### **THE INFLUENCE OF MOBILE BANKING SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY BANK XXX**

**HARSIHI PRATIWI**

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*This study aims to examine the effect of the quality of mobile banking services on Bank XXX customer satisfaction regarding the quality of bank XXX's mobile banking services and their influence on customer satisfaction and loyalty using mobile banking facilities. The elements of mobile banking quality that are measured include functionality, content, customer service and interface design.*

*Data was collected through surveys with closed questionnaires on 110 respondents determined by purposive sampling. This study uses a multiple linear regression analysis tool to test the effect of quality elements of mobile banking services on satisfaction and simple linear regression analysis to test the effect of satisfaction on customer loyalty.*

*The results showed that the elements of the quality of mobile banking services consisting of functionality, content, customer service and interface design had a significant positive effect on customer satisfaction. Furthermore, customer satisfaction has a significant positive effect on Bank XXX customer loyalty to continue using mobile banking*

*Keywords: service quality, mobile banking, customer satisfaction, loyalty*