

ABSTRACT

Service quality of a company is required to meet the needs of the community. Electronic service or E-Service Quality is a new version of Service Quality. E-SerQual was developed to evaluate the service provided on the internet network. E-SerQual defined as an extension of the ability of a website to facilitate shopping, purchasing, and distributed effectively and efficiently. The higher level of service quality leading to higher customer satisfaction. The purpose of this study was to determine the effect of E-Service Quality towards Satisfaction BRI Mobile App users, either simultaneously or partially.

The method used in this research is quantitative. The purpose of this study was descriptive type of investigation causality. The population is customers BRI BRI Mobile app users but the total population is not known with certainty. Unknown sample so that the sample was measured using Bernoulli approach ($\alpha = 5\%$) in order to get 384 respondents, but the researchers took a sample of 400 respondents.

Based on the research results, simultaneous E-Service Quality has the effect of 74.0% to customer satisfaction, with 26% comes from other variables. While partially, the efficiency of availability, application performance, security, application views, responsiveness, and ease of use has a significant impact on customer satisfaction.

Keywords: SerQual, Service Quality, E-Service Quality, customer satisfaction, bank