

ABSTRACT

The longer the development of technology is increasing. And one of the most popular internet technologies, because the internet is widely used on the internet, because the internet and banking. The purpose of this study is to determine the effect of Mobile Banking Services on Customer Satisfaction of Bank Syariah Mandiri.

This research uses quantitative research method with causal descriptive type. The data of this study were obtained by entering questionnaires to 118 respondents. Sampling technique in this research is non probability sampling. The data used in this study is primary data obtained from the questionnaire, while secondary data obtained from previous research data, books, journals and internet. Data analysis techniques that are descriptive and simple linear regression.

Based on the results of research can be 79.3% in both categories and Customer Satisfaction increased by 77.66% where the presentation is in good category.

Based on the results discussed in the previous chapter, researchers can provide information about mobile banking services to Bank Syariah Mandiri customer satisfaction is quite good. Therefore, Bank Syariah Mandiri maintain the performance of banks that have grown in order to continue to fight and can survive in the competition of the world.

Keywords: Service Quality, Customer Satisfaction.