

ABSTRACT

The growth of Information and Communication Technology so rapidly make the website as an integral part of a company in terms of service for customers. Service of a website needs to be measured to determine the level of customer satisfaction.

In this study, the quality of internet banking website of Bank Mandiri was measured using a method WebQual. WebQual an instrument for assessing the quality of a website.

The method used is descriptive quantitative method. The population was Telkom University student with sampling with incidental sampling method with the number of respondents of 100 respondents. Then the data used for analysis deskriptif analysis and analysis of multiple hypothesis testing F test and t test.

Responder regarding internet banking service quality is Good. F-test results showed that the quality of service simultaneously significant effect on customer satisfaction. T test results showed that there are two variables partially significant effect of variable information quality and interaction quality, while the usability variable has no significant effect. The coefficient of determination of 29.6%, which means that the influence of the internet banking service quality on customer satisfaction is by 29.6% while the remaining 70.4% is influenced by other factors not examined in this study.

From the results of this study concluded that simultaneous quality internet banking services of Bank Mandri effect on customer satisfaction. While partially WebQual ie two-dimensional information quality and quaity interaction effect on customer satisfaction significantly

Keywords: WebQual, customer satisfaction