

ABSTRACT

The rapid development of digital-based market has made a variety of industries vying to digitize their services, one of which is the banking industries. Digital-based services offered by the banking industries are e-banking services. BNI as government bank also apply e-banking services with different types, one of which is internet banking. BNI internet banking service has been undertaking various development but still plenty of customers who were not satisfied.

This study aims to determine how the influence of BNI internet banking service quality on customer satisfaction BNI internet banking users in Bandung in 2015 by using the dimensions of e-servqual. The study involved 400 respondents as sample. Data analysis techniques used in this research is descriptive analysis and path analysis.

Descriptive analysis showed that BNI internet banking services has a good quality with an average total percentage 74.73% were in good category. Customer satisfaction are also in good kategori the total value of the average percentage of 74.11%. Results of path analysis showed that the system availability and privacy don't not have a significant influence when tested partially. While simultaneously the influence of service quality on customer satisfaction was 39,2% and 60,8% were influenced by other factors not examined in this study.

Keywords: Service Quality, Customer Satisfaction, Internet Banking