

ABSTRACT

The use of information technology to the business aspect has influenced the development of a more efficient banking and aimed to meet customer satisfaction. BCA is one of the bank's mobile banking service innovation developed called BCA Mobile. The background of this research because users of mobile banking services in Bandung city belongs to a little compared with other cities.

This research aims to know the quality of service customer satisfaction towards mobile banking from the level of the quality of the electronic services (e-servqual) and customer satisfaction. This research is expected to be useful to add to the knowledge of the dimensions of e-servqual consisting of reliability (X1), responsiveness (X2), assurance and security (X3), convenience (X4), efficiency (X5), and easiness to operate (X6).

Research methods used in the study is quantitative research methods with this type of research descriptive. The population in this research is the entire client users BCA Mobile in Bandung. The sample in this research as much as 400 respondents. Technique of data analysis in this study uses descriptive analysis and multiple linear analysis. Dissemination of the questionnaire yourself using online media, to make it more easily and quickly reach the respondent.

The results of the descriptive analysis showed that the BCA mobile banking service quality overall has a good category results with the percentage of 81,06%. Customer satisfaction of mobile banking users have the results categories with very good percentage 83,18%. Multiple linear analysis results showed that three of the free variable that is X4, X5, X6 positive effect significantly to the satisfaction of the customer, but three free variables X1, X2 and X3 has no effect. Variables that have the greatest influence is variable easiness to operate (X6).

This research has suggestions for optimizing the ease of use of mobile banking and transaction data in order to secure can be carried out. For academics, it is expected that the existence of a subsequent research with coverage of other areas of the city in order to add a reference to the State of mobile banking users.

Keywords: customer satisfaction, electronic service quality, mobile banking