

ABSTRACT

The increase in penetration of internet users in Indonesia continues to increase year by year. The developments provide convenience to various industrial sectors. Information technology is an integral part of the bank's operations considering its vital role in banking activities. Indonesia is a country that has the statistics of the highest mobile banking users compared to some countries in Asia.

BRI Mobile is a mobile banking service provided by BRI Bank. In the Top Brand Award category E-Channel year 2017-2018 BRI Mobile is in the third position, it can be seen the increase of 2017 is 12.2% increase in 2018 to 14.6%. With this increase, BRI Bank must have good quality of service with the aim of providing satisfaction to customers of BRI mobile users.

The research aims to determine the influence of each of the quality dimensions of the BRI mobile service consisting of tangibility, reliability, responsiveness, assurance and empathy towards the customer satisfaction of BRI mobile users, as well as to Know what is the influence of Importance Performance Map Analysis (IPMA).

Data from this research obtained from the dissemination of questionnaires conducted online to respondents who are users of BRI mobile and people who have used BRI mobile as much as 400 respondents. The scale of measurements that is the Likert scale and sampling technique used is non probability sampling. Data analysis techniques using Structural Equation models are processed using SmartPLS 3.0.

The results of this study were five accepted hypotheses and stated that all dimensions of tangibility, reliability, responsiveness, assurance and empathy have significant positive impact on customer satisfaction.

Keywords: Assurance, Empathy, Service Quality, Customer Satisfaction, Reliability, Responsiveness, Structural Equation Modeling, Tangibility.