

ABSTRACT

The development of technology has been able to make the mobility of human activities easier and faster and the internet is a medium of information that cannot be separated from people's lives today with the development of the internet in Indonesia. Mobile banking service is a banking transaction service that uses internet technology, can be functioned on mobile media and can be done anywhere with 24-hour access. So as to avoid the things that are not desirable, now began to spoil its customers by reducing conventional banking activities.

The purpose of this study is to determine the response and influence of customers regarding E-Servqual, which has several dimensions including Reability, Responsivines, Assurance and Security, Convinence, Efficiency, Easy to Operate. and mobile banking satisfaction with customer loyalty at BCA Bank in Bandung.

The research method used by the author is quantitative and the analysis technique used in this research is descriptive analysis and using multiple linear regression analysis. and distributing questionnaires conducted online, the results of the data from the questionnaire were processed using SPSS software version 22, to get the results of the power that perfects this research.

Based on the results of data processing, it can be seen that the results of this study contained an accepted hypothesis and stated E-Servqual and satisfaction had a significant positive effect on customer loyalty.

Based on the results of the study, then to support loyalty, one of the efforts undertaken is to provide a quality service quality that includes speed, stability, security and trust, it aims to provide quality services that are as promised, and can see how much influence e-servqual and satisfaction with customer loyalty.

Keywords: *E-Servqual Mobile Banking, Mobile Banking Customer Satisfaction, Mobile Banking Customer Loyalty*