

ABSTRACT

Nowadays technology has become an important requirement for people throughout the world. Almost all aspects are supported by technology that is being developed increasingly from the fulfillment of primary needs such as clothing and food to the use of technology to assist in carrying out daily activities. One of the current technological developments is in the payment system. Before getting to know cash payments, people used payment instruments using currency (banknotes and coins). Likewise with the development of technology, more people make transactions using non-cash payments such as using ATM cards, credit cards, checks via e-money.

This study aims to determine the description and how much influence the quality of non-cash payment system services on Telkom University Bandung student satisfaction.

The method in this study uses quantitative methods. This research is a descriptive research. The sampling technique uses purposive sampling for a population whose numbers are known. The number of samples in this study were 400 people. Primary data were obtained from questionnaires, while secondary data were obtained from websites, books and journals.

Based on descriptive analysis, overall service quality is included in the good category that is equal to 77.53%. The largest percentage of service quality sub-variables is efficiency with the acquisition value of 78.11% while the smallest is the privacy sub-variable of 77.15%. Based on the hypothesis testing service quality affects customer satisfaction.

Service quality is proven to have a significant effect on customer satisfaction. The banking world should be able to increase customer satisfaction by creating more innovative features to attract potential users to use non-cash payment systems in conducting transactions.

Keywords: *Consumer Satisfaction; Non Cash Payment; Service Quality.*