

ABSTRACT

Along with the development of technology makes it easier to access all the information needed by the community. Bjb is a bank that contributes to building and moving the economy of a region. Technological developments are utilized by Bjb to improve the quality of its services. Supported by the number of internet users which is increasing every year. One form of Bjb service by utilizing technology is the Bjb Digi Mobile Banking application, this application is to make it easier for customers to make transactions. With Mobile Banking, customer transaction activities are made simpler, technological developments and sophistication change over time as well as the satisfaction felt by each customer with the products and services they use. This study aims to determine the assessment of customer satisfaction based on the dimensions of E-Service Quality on the Bjb Digi application. This type of quantitative research with descriptive method. The population of this study is Bjb customers who use the Bjb Digi application. Collecting data using the method of questionnaires, interviews. Descriptive data analysis technique, using the Customer Satisfaction Index and Importance Performance Analysis methods. The results of the research using the Customer Satisfaction Index (CSI) method obtained results of 83.53%, which means that customers are very satisfied. There are items that need to be improved by management, namely on P6 (the bjb digi application is always up to date regarding product promotions) the bjb digi application is considered less up to date in distributing product promotional content.

Keywords: E-Service Quality, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)