

## ABSTRAC

At this time technological advances in Indonesia are growing, making it easier for all activities ranging from the business of product manufacturing, marketing, sales, to transactions. Therefore, the rapid development of technology is used directly by the banking industry, including Islamic Banks, which gives rise to a digital product. One of them is Bank Syariah Indonesia which makes a new breakthrough in a product innovation, namely Digital Mobile Banking or called BSI Mobile Banking which aims to facilitate transactions for customers by providing information in the form of features provided in the development of digital products, service quality is an important part for customers. directly felt by customers as users and becomes a consideration for customer satisfaction. With the current digital mobile banking, customers can transact non-cash and can be used anywhere using a mobile phone so that the transaction process can be carried out quickly, effectively, and efficiently. Therefore, this research was conducted to find out how much users expect the application of e-service quality from the BSI Mobile Banking application, to determine user satisfaction in using the BSI Mobile Banking application to implement e-service quality

In this study using quantitative descriptive analysis method and the population of users of the BSI Mobile Banking application with a sample of 100 respondents. The results of this study are the value of the expectations of BSI Mobile Banking users is 90% while the reality or performance is 82.56%. The value of the Customer Satisfaction Index (CSI) on the BSI Mobile Banking application is 66.17. Then the conclusions drawn from the results of the Matrix Importance Performance Analysis (IPA) there are 4 attributes, namely in quadrant A consisting of 8 attributes, quadrant B consisting of 5 attributes, quadrant C consisting of 3 attributes, and the last quadrant D consisting of 3 attributes.

**Keywords: E-Service Quality, Customer Satisfaction, BSI Mobile Banking, Importance Performance Analysis, Customer Satisfaction Index.**