

ABSTRACT

The development of technology and information in the world is growing rapidly. The product of this rapid development is the internet, which is currently widely used by the majority of Indonesian people. The rapid growth of technology provides innovation for a banking company to create Internet Banking services. KlikBca Internet Banking is a form of technology created by PT. BCA to facilitate customer transactions using the internet. This research was conducted to examine the effect of Service Improvement Strategy on KlikBca Internet Banking Customer Satisfaction. The purpose of this research is to find out and analyze how the Service Improvement Strategy influences the Satisfaction of KlikBca Internet Banking Customers. Good service quality will greatly affect customer satisfaction, in this case, namely customers, if the Bank's service performance is poor, it will affect customer satisfaction.

This research uses quantitative methods. The method used in this research is to use a method in the form of distributing online surveys in the form of a Google form to each customer of PT. Bank Central Asia to get customer satisfaction with a service called Internet Banking KlikBca on the results of the Hypothesis Test obtained t count results of 28,944 and t table of 2.5923 and a significance level of $0.001 < 0.05$ then the hypothesis is accepted. So that there is an influence of service quality on KlikBca internet banking customer satisfaction.

Keywords : Service Quality, Customer Satisfaction, KlikBca Internet Banking