

Abstract

Loyalty is loyalty to customer commitment that is carried out in depth to consistently repurchase selected products/services over a long period, especially in technological developments that cause many aspects to experience digitalization without affecting the banking sector. PT Bank Central Asia Tbk. (BCA) One of the private banks is one of the players in digitizing banking transactions that has developed applications in the form of myBCA. The development of transaction systems from manual to digital will cause the emergence of other negative factors in the form of system errors (bugs) that can complicate transactions or cause customer dissatisfaction with the features provided. This dissatisfaction will cause customer loyalty to the use of the myBCA application to decrease and affect customer satisfaction in the use of mobile banking. This study aims to determine the effect of customer satisfaction on the use of myBCA mobile banking on customer loyalty. The research method used was a non-contrived study with a cross-sectional design. The population in this study is users of the myBCA mobile banking application in Indonesia who have used the myBCA mobile banking application for more than 1 month by sampling using a non-probability sampling technique, using purposive sampling, and using the Cochran equation approach.