

MOBILE BANKING CUSTOMER SATISFACTION ANALYSIS ON BANK BCA

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Abstract

The purpose of this research is to determine: (1) the influence of BCA Mobile Banking service quality on customer satisfaction of Bank Central Asia. (2) the influence of BCA Mobile Banking trust on customer satisfaction of Bank Central Asia. Population in This study is a user of BCA Mobile Banking. The sample size was taken as many as 75 respondents, with a non-probability sampling method, especially accidental sampling. The collection of data is obtained from disseminate questionnaire via google form which were distributed through social media. The analysis technique used is Partial Least Square. The result of this research shows that (1) service quality has a significant effect on customer satisfaction with a path coefficient of 0,318 (2) trust has a significant effect on customer satisfaction with a path coefficient of 0,602. According to the result, Bank Central Asia can maintain their mobile banking service quality and trust because it can influence customer satisfaction

Keywords: *service quality, trust, customer satisfaction*

ANALISIS KEPUASAN NASABAH MOBILE BANKING PADA BANK BCA

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Abstrak

Penelitian ini dilaksanakan dengan tujuan mengetahui: (1) apakah kualitas layanan berpengaruh terhadap kepuasan nasabah *mobile banking* BCA (2) apakah kepercayaan berpengaruh terhadap kepuasan nasabah *mobile banking* BCA. Populasi yang dipergunakan yakni pengguna layanan *mobile banking* BCA, dengansampel sejumlah 75 individu, melalui metode *non-probability sampling* terutama *accidental sampling*. Data oleh peneliti diperoleh dengan menyebarkan kuesioner melalui *google form* dimana disebar melalui media sosial. Teknik analisisnya mempergunakan *Partial Least Square* (PLS). Adapun diperoleh hasil, (1) kualitas layanan berpengaruh signifikan terhadap kepuasan nasabah pada bank BCA dengan nilai koefisien jalur sebesar 0,318. (2) kepercayaan berpengaruh signifikan terhadap kepuasan nasabah pada bank BCA dengan nilai koefisien jalur sebesar 0,602. Berlandaskan hasil itu, BCA perlu mempertahankan kualitas layanannya dan kepercayaan layanan *mobile banking* BCA sebab bisa memberikan pengaruh terhadap kepuasan nasabah.

Kata Kunci: kualitas layanan, kepuasan konsumen, loyalitas konsumen