

## **ABSTRACT**

**Widia Amanatul Kamilah. 2024. The Effect of Product Variety and Mobile Banking Service Quality on Bank Syariah Indonesia Customer Loyalty with Satisfaction as an Intervening Variable: Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.**

*BSI Mobile Banking aims to simplify customer transactions and provide customers with information through the features provided. With the development of mobile banking services, BSI customers face a number of challenges that can affect their loyalty. Some of the barriers faced by BSI customers in Tasikmalaya City include technical barriers such as application errors and inadequate features, while ransomware cyber-attacks also result in reduced customer loyalty. The purpose of this study was to determine the influence of product variety and mobile banking service quality on Bank Syariah Indonesia customer loyalty through customer satisfaction.*

*This research uses quantitative research methods through Structural Equation Modelling-Partial Least Square (SEM-PLS) analysis, with data processing tools using SmartPLS 4.0 software. Technique Data collection technique through questionnaire. Population and samples for this study BSI customers using BSI Mobile in Tasikmalaya City with a sample of 155 respondents. The population of this study was BSI customers using BSI Mobile in Tasikmalaya City with a sample of 155 respondents. Data Analysis and Hypothesis Testing Data analysis and hypothesis testing were carried out using the Outer Model and the Inner Model.*

*Based on the results of the data analysis carried out, the first R-squared test results for product variety and service quality have an influence on satisfaction of 58.3%, while the remaining 41.7% is influenced by other variables outside the study. The second R-squared variable for product variety and service quality has an influence on satisfaction of 74.1%, while the remaining 25.9% is influenced by other variables outside the study. Meanwhile, each hypothesis is accepted as it has a t-value > 1.96 and a p-value < 0.05.*

*The conclusion of the results of this study is that satisfaction (Z) is able to mediate the variables of product variety ( $X_1$ ) and service quality ( $X_2$ ) on customer loyalty (Y), so the hypothesis is accepted. The contribution of this research is that it can provide knowledge for BSI in developing strategies by increasing product variety and quality of mobile banking services so that customers feel satisfied which leads to increased loyalty, besides that this research is expected to be a reference for other researchers to develop this research, then the results of this study can provide new knowledge and become a reference for the public in using BSI mobile banking.*

**Keywords:** Product Variety, Service Quality, Satisfaction, Customer Loyalty, BSI Mobile Banking.