

ABSTRACT

IMPLEMENTATION OF DIGITAL BANKING SERVICES ON BTN MOBILE CUSTOMER SATISFACTION AT PT. BANK TABUNGAN NEGARA (PERSERO) Tbk. TASIKMALAYA BRANCH OFFICE

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This research aims to analyze the implementation of digital banking services on BTN Mobile customer satisfaction at PT Bank Tabungan Negara (BTN). In the ever-growing digital era, digital banking services are becoming increasingly important to meet the needs of customers who want convenience, speed and security in transactions. This study uses a method by collecting data from BTN Mobile customers at PT Bank BTN. Data analysis shows a positive correlation between the quality of digital banking services and the level of customer satisfaction. Based on these findings, it is recommended that PT Bank BTN continue to optimize digital banking services by paying attention to customer feedback, updating existing features, and ensuring security and comfort in every transaction.

Keywords: digital banking services, customer satisfaction, BTN Mobile, PT Bank BTN, service implementation.

ABSTRAK

IMPLEMENTASI LAYANAN *DIGITAL BANKING* TERHADAP KEPUASAN NASABAH *BTN MOBILE* DI PT. BANK TABUNGAN NEGARA (PERSERO) Tbk. KANTOR CABANG TASIKMALAYA

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Penelitian ini bertujuan untuk menganalisis implementasi layanan digital banking terhadap kepuasan nasabah BTN Mobile di PT Bank Tabungan Negara (BTN). Dalam era digital yang terus berkembang, layanan perbankan digital menjadi semakin penting untuk memenuhi kebutuhan nasabah yang menginginkan kemudahan, kecepatan, dan keamanan dalam bertransaksi. Studi ini menggunakan metode dengan mengumpulkan data dari nasabah BTN Mobile yang berada di PT Bank BTN.

Analisis data menunjukkan korelasi positif antara kualitas layanan digital banking dan tingkat kepuasan nasabah. Berdasarkan temuan ini, disarankan agar PT Bank BTN terus mengoptimalkan layanan digital banking dengan memperhatikan feedback nasabah, memperbarui fitur-fitur yang ada, dan memastikan keamanan serta kenyamanan dalam setiap transaksi.

Kata kunci: layanan digital banking, kepuasan nasabah, BTN Mobile, PT Bank BTN, implementasi layanan.