

ABSTRACT

Anisa Nurjanah.2024. The Effect of Use of Information Technology, Company Image, and Sharia Compliance on Customer Satisfaction of Bank Jabar Banten (Syariah) KCP Sumedang. Islamic Economics Study Program Faculty of Islamic Studies University of Siliwangi.

Customer satisfaction is one of the important factors for bank financial institutions, as well as Islamic banks. If this customer satisfaction is fulfilled, it will have an impact on the development of the bank. However, there are several problems that make customer satisfaction unattainable at BJBS KCP Sumedang. This study aims to analyze how the effect of use of information technology, company image and sharia compliance affect customer satisfaction of Bank Jabar Banten (Syariah) KCP Sumedang.

This research uses a quantitative approach method. The data obtained was obtained from a questionnaire. The method used in sampling is purposive sampling with the criteria that customers have been members for at least 1 year, domiciled in Sumedang Regency, use e-banking facilities, and are Muslim, and the sample in this study was 115 respondents. The data analysis technique used is simple linear regression analysis and multiple linear regression.

The results of research based on data analysis show that the variables of the use of information technology, corporate image, and sharia compliance have a positive and significant influence on customer satisfaction BJBS KCP Sumedang. The satisfaction variable can be explained by the variable use of information technology, corporate image, and sharia compliance by 73% and the rest is influenced by other factors not in this study.

Keywords: *Use of Information Technology, Company Image, Sharia Compliance, Customer Satisfaction.*