

ABSTRACT

THE EFFECT OF MOBILE BANKING SERVICE QUALITY ON CUSTOMER LOYALTY AT PT BANK RAKYAT INDONESIA (PERSERO) Tbk, CIKURUBUK TASIKMALAYA UNIT

By:

Janitra Arista Widya
NIM 223404135

Guide I : Yuyun Yuniasih, S.E., M.Si

Guide II : Deny Hidayat, S.E., M.M.

The purpose of this study is to determine the magnitude of the influence of Mobile Banking Service Quality on Customer Loyalty at PT Bank Rakyat Indonesia (Persero) Tbk Cikurubuk Tasikmalaya Unit. The research approach used a quantitative approach with an explanatory method, the sample technique used simple random sampling, the data collection technique used was the distribution of questionnaires to BRImo mobile banking users. The analysis tool used simple regression. Based on the results of the analysis, the Sig value is $0.000 < 0.05$ or the calculated t value is $12.686 > t \text{ table } 1.663$ so it can be concluded that H_0 (null hypothesis) is not accepted and H_1 (alternative hypothesis) is accepted which means there is an influence of mobile banking service quality on customer loyalty at PT Bank Rakyat Indonesia (Persero) Tbk Cikurubuk Tasikmalaya Unit. The magnitude of the influence of service quality on loyalty reaches 66.2%. From the results of hypothesis testing it can be concluded that there is a significant influence of mobile banking service quality on customer loyalty at PT Bank Rakyat Indonesia (Persero) Tbk Cikurubuk Tasikmalaya Unit.

Keywords: Mobile Banking Service Quality, Customer Loyalty