

ABSTRACT

THE EFFECT OF DIGI BANK BJB APPLICATION SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT. BANK PEMBANGUNAN DERAH WEST JAVA AND BANTEN, Tbk.

***(Case Study on Employees of Singaparna Medika Citrautama Hospital,
Tasikmalaya Regency)***

By:

Rifanza Febriana

NPM 223404141

Guide I : Dedeh Sri sudaryanti, S.E., M.Si., CFRM.

Guide II : Dede Arif Rahmani, S.Pd., M.M.

This study aims to analyze the effect of the service quality of the DIGI BANK BJB application on customer satisfaction of employees of Singaparna Medika Citrautama Hospital, Tasikmalaya Regency. The method used is quantitative with a purposive sampling technique and the number of respondents is 80 people. Data were analyzed using simple linear regression. The results showed that the service quality of the DIGI BANK BJB application has a significant effect on customer satisfaction, with a regression coefficient value of 0.718 and a significance of $p < 0.001$. The R Square value of 0.911 indicates that 91.1% of the variation in customer satisfaction is explained by the quality of the application service. These findings indicate that the quality of the application service is very good and contributes greatly to customer satisfaction, so that improving technical reliability and minimizing disruption of use need to be continuously pursued.

Keywords: Service Quality, DIGI BANK BJB, Customer Satisfaction