

ABSTRACT

THE EFFECT OF USER EXPERIENCE ON CUSTOMER SATISFACTION IN USING BRIMO MOBILE BANKING (Study On Generation Z Customers At Pt Bank Rakyat Indonesia Tasikmalaya Branch Office)

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This study aims to determine the effect of user experience on customer satisfaction among Generation Z customers in using BRImo mobile banking at PT Bank Rakyat Indonesia (Persero) Tbk Tasikmalaya Branch Office. The research method used was quantitative with data collection techniques through questionnaires distributed to 101 respondents using a non-probability sampling technique. The data were analyzed using simple linear regression with the assistance of IBM SPSS Statistics version 27. The results showed that the user experience of the BRImo application was categorized as good and had a positive and significant effect on customer satisfaction. This was evidenced by a regression coefficient value of 0.460, a t-value of 8.432, and a significance value of <0.001. The R Square value of 0.418 indicates that 41.8% of customer satisfaction is influenced by user experience, while the remaining 58.2% is influenced by other factors outside this study. Therefore, PT Bank Rakyat Indonesia (Persero) Tbk is recommended to continuously improve the quality of the BRImo application user experience in order to enhance customer satisfaction.

Keywords: User experience, Customer Satisfaction, BRImo, Generation Z