ABSTRACT

THE EFFECT OF BRIMO DIGITAL SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT BANK RAKYAT INDONESIA
(*A Case Study at PT Bank Rakyat Indonesia, Siliwangi Unit*)

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This study analyzes the effect of BRImo digital service quality on customer satisfaction at PT Bank Rakyat Indonesia, Siliwangi Unit. The increasing use of digital banking services requires banks to provide applications that are efficient, reliable, and secure to meet customer expectations. This study aims to examine the quality of BRImo digital services, measure customer satisfaction, and determine the effect of digital service quality on customer satisfaction. A quantitative explanatory approach was employed, and data were collected through questionnaires distributed to 80 BRImo users selected using purposive sampling. The data were analyzed using simple linear regression with IBM SPSS Statistics 27. The results indicate that BRImo digital service quality has a positive and significant effect on customer satisfaction. Improvements in efficiency, system availability, fulfillment, and privacy contribute to higher levels of customer satisfaction with BRImo.

Keywords: BRImo, digital service quality, customer satisfaction, E-SERVQUAL, mobile banking.

ABSTRAK

PENGARUH KUALITAS LAYANAN DIGITAL BRIMO TERHADAP KEPUASAN NASABAH PT BANK RAKYAT INDONESIA

(Studi Kasus Pada PT. Bank Rakyat Indonesia, Unit Siliwangi)

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Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan digital BRImo terhadap kepuasan nasabah PT Bank Rakyat Indonesia Unit Siliwangi. Meningkatnya penggunaan layanan perbankan digital menuntut bank untuk menyediakan layanan yang efisien, andal, dan aman. Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanatori. Data dikumpulkan melalui kuesioner kepada 80 nasabah pengguna BRImo yang dipilih menggunakan teknik purposive sampling dan dianalisis dengan regresi linear sederhana menggunakan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa kualitas layanan digital BRImo berpengaruh positif dan signifikan terhadap kepuasan nasabah. Semakin baik kualitas layanan digital yang dirasakan nasabah, semakin tinggi tingkat kepuasan mereka terhadap BRImo.

Kata Kunci: BRImo, kualitas layanan digital, kepuasan nasabah, E-SERVQUAL, mobile banking.