

ABSTRACT

THE EFFECT OF DIGITAL SERVICE QUALITY (E-SERVICE QUALITY) OF BANK BJB'S DIGI APPLICATION ON CIVIL SERVANT CUSTOMER SATISFACTION AT BANK BJB'S MANONJAYA BRANCH OFFICE

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This study aims to determine the effect of digital service quality (e-service quality) of Bank BJB's DIGI application on Civil Servant (PNS) customer satisfaction at Bank BJB's Manonjaya Branch Office. The research method used was a quantitative approach. Primary data collection was conducted by distributing questionnaires to respondents. The sample size was determined using the Slovin formula, resulting in a minimum of 86 respondents using the Proportionate Stratified Random Sampling technique. Data analysis was performed using SPSS version 25 software through a coefficient of determination test and a hypothesis test (t-test). Based on the results of the coefficient of determination test, an R-square value of 0.597 was obtained, indicating that digital service quality contributes 59.7% to customer satisfaction. The t-test results yielded a t-count of 11.162 with a significance level of 0.000 (<0.05). The results of this study demonstrate that the Digital Service Quality (E-Service Quality) of the Bank BJB DIGI application has a positive and significant influence on Civil Servant Customer Satisfaction at Bank BJB Manonjaya Branch Office. The better the quality of the features and reliability of the digital system provided, the higher the level of satisfaction experienced by Civil Servant customers.

Keywords: Digital Service Quality, Customer Satisfaction, Bank BJB DIGI

ABSTRAK

PENGARUH KUALITAS LAYANAN DIGITAL (*E-SERVICE QUALITY*) APLIKASI DIGI BANK BJB TERHADAP KEPUASAN NASABAH PEGAWAI NEGERI SIPIL PADA BANK BJB KANTOR CABANG PEMBANTU MANONJAYA

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan digital (*e-service quality*) aplikasi DIGI Bank BJB terhadap kepuasan nasabah Pegawai Negeri Sipil (PNS) pada Bank BJB KCP Manonjaya. Metode penelitian yang digunakan adalah pendekatan kuantitatif, pengumpulan data primer dilakukan dengan menyebarkan kuesioner kepada responden, di mana ukuran sampel ditentukan menggunakan rumus *Slovin* yang menghasilkan minimal 86 responden melalui teknik *Proportionate Stratified Random Sampling*. Analisis data dilakukan dengan menggunakan perangkat lunak SPSS versi 25 melalui uji koefisien determinasi dan uji hipotesis (uji t). Berdasarkan hasil uji koefisien determinasi, diperoleh nilai *R Square* sebesar 0,597 yang menunjukkan bahwa kualitas layanan digital berkontribusi sebesar 59,7% terhadap kepuasan nasabah. Hasil uji t menghasilkan nilai t_{hitung} sebesar 11,162 dengan signifikansi 0,000 ($< 0,05$). Hasil penelitian ini membuktikan bahwa Kualitas Layanan Digital (*E-Service Quality*) aplikasi DIGI Bank BJB memiliki pengaruh positif dan signifikan terhadap Kepuasan Nasabah PNS di Bank BJB KCP Manonjaya. Semakin baik kualitas fitur dan keandalan sistem digital yang diberikan, maka tingkat kepuasan yang dirasakan oleh nasabah PNS akan meningkat secara signifikan.

Kata Kunci: Kualitas Layanan Digital, Kepuasan Nasabah, DIGI Bank BJB