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Dampak Penerapan Pelayanan Mobile Banking Terhadap Kepuasan Nasabah di Bank Sumsel Babel Cabang Jakarta.

Bibliografi : 5 Bab 57 hal + Lampiran + 16 Buku + 8 Jurnal + 1 internet

ABSTRAK

Perkembangan teknologi yang semakin pesat memiliki pengaruh yang sangat signifikan dalam kehidupan sehari-hari. Perkembangan ini membuat perusahaan perbankan harus melakukan inovasi sehingga mampu mengikuti perubahan teknologi dengan wujud mengubah sifat pelayanan dan pembelian pada nasabah perbankan. Penelitian kali ini bertujuan untuk mengetahui pelayanan serta penggunaan *mobile banking* di Bank Sumsel babel dalam meningkatkan kepuasan nasabah.

Dengan menggunakan metode penelitian kuantitatif dengan sampel penelitian yakni nasabah Bank Sumsel Babel yang menggunakan pelayanan *mobile banking* milik Bank Sumsel Babel. Dengan menggunakan teknik random sampling dan pengumpulan data melalui angket dan dokumentasi didapatkan hasil pelayanan *mobile banking* berpengaruh dalam kepuasan nasabah Bank Sumsel Babel.

Hal ini didapat dari perhitungan analisis data menggunakan perhitungan pearson correlation yang menunjukkan keterkaitan antara *mobile banking* dengan variabel kepuasan bernilai 0,764 yang mana masuk dalam kategori kuat. Selain itu, uji hipotesis yang menunjukkan bahwa kedua nilai Asymp.Sig. (2-tailed) = 0.000 < 0.05 yang menandakan H_1 diterima dan H_0 ditolak. Yang berarti Layanan digital (X1) mempengaruhi kepuasan nasabah bank sumsel babel (Y).

Kata Kunci : *Mobile banking*, Kepuasan Nasabah



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Impact of Application of Mobile Banking Services according to Customers at Bank Sumsel Babel Jakarta Branch.

Bibliography : 5 Chapters 57 pages + Appendix + 16 Books + 8 Journals + 1 interne

ABSTRACT

The rapid development of technology has a very significant influence in everyday life. This development has forced banking companies to innovate so that they are able to keep up with technological changes in the form of changing the nature of services and purchases to banking customers. This study aims to determine the service and use of mobile banking at Bank Sumsel Babel in increasing customer satisfaction.

By using quantitative research methods with research samples namely Bank Sumsel Babel customers who use mobile banking services belonging to Bank Sumsel Babel. By using random sampling technique and collecting data through questionnaires and documentation, the results of mobile banking services have an effect on customer satisfaction at Bank Sumsel Babel.

This is obtained from the calculation of data analysis using Pearson's correlation which links the relationship between mobile banking and the satisfaction variable of 0.764 which is included in the strong category. In addition, test the hypothesis which shows that the two values of Asymp.Sig. (2-tailed) = 0.000 < 0.05 which indicates H1 is accepted and H0 is rejected. Which means that digital services (X1) affect customer satisfaction of Bank Sumsel Babel (Y).

Keywords: Mobile banking, customers