

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh aspek kualitas pelayanan online perbankan (*Internet Banking Service Quality*) pengaruhnya terhadap *Overall Internet Banking Service Quality* dan dampaknya terhadap kepuasan nasabah bank BCA.

Metode penelitian ini menggunakan pendekatan kuantitatif. Penulis menggunakan kuesioner untuk mengumpulkan informasi dari responden. Data yang diperoleh dianalisa menggunakan metode SEM-PLS dengan Software SMARTPLS versi 2.0.

Maka hasil penelitian yang diperoleh adalah hubungan antara *Online Customer Service Quality* dengan *Overall Internet Banking Service Quality* dengan hasil original sampel 0.61 dan t stastic $5.93 > 1,96$ berarti signifikan. Ada hubungan antara *Online System Information Quality* dengan *Overall Internet Banking Service Quality* yang hasilnya original sampel 0.63 dan t stastic $4.52 > 1,96$ berarti signifikan. Ada hubungan antara *Banking Service Product Quality* dengan *Overall Internet Banking Service Quality* dengan original sampel 0.76 dan t stastic $6.7 > 1,96$ berarti signifikan. Dan pengaruh *Overall Internet Banking Service Quality* terhadap kepuasan pelanggan dengan original sampel 0.98 dan t stastic $908.08 > 1,96$ berarti signifikan.

Selanjutnya hasil penelitian menunjukkan bahwa aspek e-banking perbankan meliputi *Online Customer Service Quality*, *Online System Information Quality*, dan *Banking Service Product Quality*, memiliki pengaruh sebesar 55,1% terhadap *Overall Internet Banking Service Quality*. Dan *Overall Internet Banking Service Quality* memiliki pengaruh 96,3% terhadap kepuasan nasabah.

Kata kunci : Aspek Kualitas Pelayanan Online Perbankan, *Online Customer Service Quality*, *Online System Information Quality*, *Banking Service Product Quality*, *Overall Internet Banking Service Quality*, Kepuasan Pelanggan.

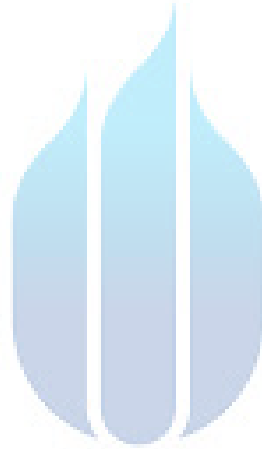
ABSTRACT

The purpose of this paper is to determine the effect of service quality aspects of online banking (Internet Banking Service Quality) that influence on Overall Internet Banking Service Quality and its impact on customer satisfaction BCA.

Methods This study uses a quantitative approach. The author uses a questionnaire to collect information from respondents. The data obtained were analyzed using SEM-PLS with SMARTPLS Software version 2.0.

The results obtained are the relationship between the Online Customer Service Quality with Overall Internet Banking Service Quality with the results of the original sample and t stastic 0.61 and value of t -stastic is $5.93 > 1.96$ means significant. There is a relationship between the Online System Information Quality with Overall Internet Banking Service Quality the results are original sample 0.63 and t -stastic $4.52 > 1.96$ means significant. There is a relationship between the Banking Service Product Quality with Overall Internet Banking Service Quality with the original sample 0.76 and t stastic $6.7 > 1.96$ means significant. And the influence of the Overall Internet Banking Service Quality on customer satisfaction with the original sample is 908.08 and t stastic $0.98 > 1.96$ means significant. And Then research results show that the aspects of internet banking, online banking include Customer Service Quality, Online System Information Quality, and Banking Service Product Quality, has influenced 55.1% of the Overall Internet Banking Service Quality. And overall Internet Banking Service Quality has influence a 96.3% effect on customer satisfaction.

Keywords: Quality of Service Online Banking, Online Customer Service Quality, Online System Information Quality, Banking Service Product Quality, Overall Internet Banking Service Quality, Customer Satisfaction.



UNIVERSITAS
MERCU BUANA