

**PENGARUH KUALITAS LAYANAN MOBILE BANKING TERHADAP
KEPUASAN NASABAH BANK BRI KCP UNIT KIARA JAYA
KARAWANG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui kualitas layanan mobile banking dan kepuasan nasabah Bank BRI KCP Unit Kiara Jaya Karawang, menguji pengaruh kualitas layanan mobile banking terhadap kepuasan nasabah dan mengetahui dampaknya terhadap kinerja bank.

Penelitian ini menggunakan metode analisis kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi penelitian adalah nasabah bank BRI KCP Unit Kiara Jaya Karawang yang menggunakan mobile banking. Pengambilan sampel menggunakan non-probability sampling dengan jumlah sampel 97 yang dihitung dengan menggunakan rumus cochrane. Metode analisis data menggunakan uji regresi linear sederhana, uji hipotesis (uji T).

Hasil penelitian ini menunjukkan bahwa kualitas layanan mobile banking berpengaruh positif signifikan terhadap kepuasan nasabah Bank BRI KCP Unit Kiara Jaya Karawang. Semakin tinggi kualitas layanan mobile banking, semakin besar kepuasan nasabah dan akan berdampak pada peningkatan kinerja bank.

Kata Kunci : Kualitas Layanan, Mobile Banking, Kepuasan Nasabah

***THE INFLUENCE OF MOBILE BANKING SERVICE QUALITY ON
CUSTOMER SATISFACTION OF BANK BRI KCP UNIT KIARA JAYA
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ABSTRACT

This study aims to determine the quality of mobile banking services and customer satisfaction at Bank BRI KCP Unit Kiara Jaya Karawang, examine the effect of mobile banking service quality on customer satisfaction and determine its impact on bank performance.

This study uses a quantitative analysis method with a descriptive and verification approach. The research population is BRI KCP Unit Kiara Jaya Karawang bank customers who use mobile banking. Sampling used non-probability sampling with a total sample of 97 which was calculated using the Cochran formula. Methods of data analysis using a simple linear regression test, hypothesis testing (T test).

The results of this study indicate that the quality of mobile banking services has a significant positive effect on customer satisfaction on the performance of Bank BRI KCP Unit Kiara Jaya Karawang. The higher the quality of mobile banking services, the greater customer satisfaction and will have an impact on improving bank performance.

Keywords: *Service Quality, Mobile Banking, Customer Satisfaction*