

ABSTRACT

In accordance with the development of the times, many things to be done by bank BRI to improve the service quality of BRI Mobile to be able to compete with other banks that provides services Mobile Banking. Using service quality consisting of trust, accuracy, speed and security is expected to know what that affects the satisfaction of customers who use BRI Mobile service. Therefore expected in this research can understand the influence of the service quality BRI Mobile PT. Bank Rakyat Indonesia (Persero), Tbk Branch Offices Palangkaraya, Central of Kalimantan.

The service quality consisting of four variables that is the service quality of mobile banking (m-banking) namely : trust, accuracy, speed and security (Gummesson in Isfianti, 2003:24) four variables such is controlled and coupled one to another by a company so can create customer satisfaction (Windarti, 2012:2). Customer satisfaction can be defined as results in an accumulation of customers or customers in use products or services.

This research is aimed to know about the customer satisfaction about service quality of BRI Mobile based on perception bank BRI Branch Offices Palangkaraya, knowing customer satisfaction bank BRI Branch Offices Palangkaraya that uses BRI Mobile service, and knowing the influence of the service quality BRI Mobile to customer satisfaction of customer bank BRI Branch Offices Palangkaraya. The approach of this research using quantitative approach by using the method research causal. A method of the sampling in this research is nonprobability sampling using method incidental sampling., with total 100 respondents, analysis of the data was using descriptive analysis and multiple regression analysis.

The result of partial hypothesis test showed that sub variable security had the most positive and significant influence to the customer satisfaction of bank BRI Branch Offices Palangkaraya with t count is 2,228 which was greater than t table which is 1,661 and the significant test result was 0,028 which was smaller than the used signification (0,05). Based on the result of simultaneous hypothesis test, service quality has a significant positive influence to the customer satisfaction of bank BRI Branch Offices Palangkaraya, it can be evidenced by F count > F table (2,925 > 2,310) with the significancy in 0,025 (the significancy level which is accepted $\alpha = 0,05$). Based on the determination coefficient test, service quality variable was able to described the customer satisfaction as big as 11% and the residual which is 89% was influenced by the other variables which is not investigated in this research.

Recommendations for the company to maintain and increase customer satisfaction bank BRI Branch Offices Palangkaraya that uses BRI Mobile service by means attention four variables service quality which each influential positive and significantly affect to the customer satisfaction. To further research, expected to develop other factors that might affect customer satisfaction outside the service quality.

Keywords : Service Quality (Trust, Accuracy, Speed, and Security), Customer Satisfaction.