

ABSTRACT

The development of the banking world now a days is very rapidly. Many competitors that offer a more promising advantage to the customer is one of the causes. Therefore, a lot of things to do party PT. Bank Rakyat Indonesia (Persero), Tbk. to improve the quality of service for Mobile BRI can compete with other banks that provide Mobile Banking services. By using the quality of service which comprises trust, accuracy, speed, and security is expected to be able to know what affect the satisfaction of clients using the service Mobile BRI. Research aims to understand satisfaction customers on the quality of services bri mobile perceived customers PT. Bank Rakyat Indonesia (Persero), Tbk the Branch Rimbo Bujang Unit Rimbo Ulu Tebo District Jambi , know satisfaction customers PT. Bank Rakyat Indonesia (Persero), Tbk, tbk the Branch Rimbo Bujang Unit Rimbo Ulu Tebo District who use the service of bri mobile , and he knows the influence of the quality of services bri mobile to satisfaction customers PT. Bank Rakyat Indonesia (Persero), Tbk the Branch Rimbo Bujang Unit Rimbo Ulu Tebo District Jambi. Based on the hypothesis test results influence quality of service customer satisfaction against Mobile BRI PT. Bank Rakyat Indonesia (Persero), Tbk the Branch Rimbo Bujang Unit Rimbo Ulu Tebo District Jambi, the variable quality of service (X) has a significant influence of $t_{count} (4.847) > t_{table} (1,661)$, based on a simple linear regression analysis of the obtained results of $Y = 6,962 + 0,139X$. Based on the determination of coefficients test, then it can be concluded that the quality of the services provide significant influence towards the satisfaction of the customer, with customer satisfaction can explain amounted to 19.3% while the rest of 80.7% described other factors are not examined in this study.

Keywords : Service Quality (Trust, Accuracy, Speed, And Security), Customers Satisfication.