

ABSTRACT

The number of banking institutions in Indonesia, makes competition in the banking industry very tight, so the bank strives to keep customers loyal. One of the efforts made by Bank Jatim by using Information and Communication Technology is Bank Jatim Mobile Banking to facilitate customers in conducting transactions and payments. This study aims to determine the customer's perception of the E-Service Quality in the Bank Jatim Mobile Banking Application.

This type of research is conducted quantitatively by a descriptive method. The sampling method used is Nonprobability Sampling and Purposive Sampling. Data collection techniques were carried out by distributing questionnaires and observations. The population of this study is customers who use the Bank Jatim Mobile Banking application. Data collection using questionnaires and observation methods. Data analysis techniques using descriptive statistics. Keywords: Marketing Management, Marketing Mix, Service Quality, E-Service Quality, Dimensional E-Service Quality.

Results Calculation of the overall dimensions of Quality E-Service which has an assessment value in the "Very Good" category between other dimensions, reliability, fulfillment, privacy while the performance value in the "good" category on the dimensions of responsiveness, compensation, contact. While for the results on the Quality E-Service variable itself, the average score is 319.6 so that these variables fall into the "Good" category with a percentage of 80%. The highest level of perception towards the dimensions of Quality E-Service is the dimension of "Privacy" with the percentage of 88% with the category "Very Good" while the lowest level of perception depends on the dimension of "Contact" with the percentage of 66.8% with the category "Good".

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