

ABSTRACT

The use of mobile banking has become a method of banking transactions that is increasingly widespread at this time. In general, most banks have facilitated customers with mobile banking services, complete with attractive features offered. People are also starting to change from conventional transactions to using mobile banking services.

Therefore this research was conducted to find out how much user expectations are for the implementation of e service quality from the Mobile Bank Kalbar application. Knowing user satisfaction in using the Mobile Bank Kalbar application for implementing e service quality.

The method used in this study is a quantitative analysis method and a population of users of Mobile Bank Kalbar with a sample of 100 respondents. data collection was carried out by interviews, questionnaires, observation and literature study.

Keywords: *E-Service Quality, Importance Performance Analysis, Customer Satisfaction Index.*