

PENGARUH DIMENSI KUALITAS MOBILE APPLICATION
“SIMOBI+”TERHADAP KEPUASAN NASABAH DI BANK SINARMAS

Oleh : Dian Christianto

The background of this research is due to the increasing number of users of Mobile Banking at Bank Sinarmas. This research was carried out in the city of Jakarta. This study aims to determine the effect of the quality dimension of Simobi + on customer satisfaction of Bank Sinarmas in the city of Jakarta.

Sampling technique used is purposive sampling. Data used in this research is primary data obtained from Questionnaire. While the method of analysis used in this research is a method of regression analysis.

The result of this study show that there are two mobile banking e-servqual's dimension don't have significant impact to the stock price of building and construction company; and three of the banking e-servqual's dimension have a significant price on stock price of building and construction company. The test results conducted in this study show that the variable dimensions of E-Servqual Mobile Banking have 38.5% of the influence on customer satisfaction, and 61.5% of the others are outside the variable dimensions of E-Servqual Mobile Banking.

Keywords: Customer Satisfaction, Bank, Mobile Banking, E-Servqual