

ABSTRAK

Duwi Cahyono, 2023: Pengaruh Kepercayaan Nasabah, Kualitas Pelayanan dan Kemudahan Bertransaksi Menggunakan *Mobile Banking* Terhadap Kepuasan Nasabah Bank BRI Kota Tanjungpinang
Dosen Pembimbing: Hj. Iranita, S.E., M.Si dan
Kiki Wulandari, S.E., M.M

Penelitian ini bertujuan untuk menjelaskan pengaruh kepercayaan, kualitas pelayanan dan Kemudahan Bertransaksi Menggunakan *Mobile Banking* terhadap kepuasan nasabah pada Bank BRI Kota Tanjungpinang. sampel penelitian sejumlah 150 partisipan nasabah Bank BRI Kota Tanjungpinang dengan kriteria umur 18 tahun. Pengambilan sampel dengan menggunakan teknik insidental sampling. Jenis penelitian ini adalah penelitian kuantitatif. Kuesioner dilakukan *test* validitas dan reliabilitas. Data dianalisis menggunakan analisis regresi linear berganda, hipotesis diuji menggunakan uji t, uji F dan koefisien determinasi (R^2). Penelitian dilakukan dengan menggunakan software SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial variabel kepercayaan (X1), kualitas pelayanan (X2) dan mobile banking (X3) secara simultan berpengaruh signifikan terhadap variabel kepuasan nasabah (Y). hasil uji F didapat F hitung 1484,267 dengan F tabel 2,67 teridentifikasi bahwa variabel kepercayaan (X1), kualitas pelayanan (X2) dan *mobile banking* (X3) berpengaruh secara bersama-sama terhadap variabel kepuasan nasabah (Y). berdasarkan uji koefisien determinasi (R^2) variabel dependen (kepuasan nasabah) dipengaruhi oleh faktor variabel independen yaitu Kepercayaan, kualitas layanan dan mobile banking mampu menjelaskan 96,8%, sedangkan sisanya 3,2% dipengaruhi oleh faktor lainnya yang tidak dijelaskan pada penelitian ini.

Kata Kunci : Kepercayaan, Kualitas Pelayanan, *Mobile Banking* dan Kepuasan Nasabah

ABSTRACT

Duwi Cahyono, 2023: The Effect of Customer Trust, Service Quality and ease of transaction using Mobile Banking on Customer Satisfaction of BRI Bank Tanjungpinang City.
Supervisor: *Hj. Iranita, S.E., M.Si and Kiki Wulandari, S.E., M.M.*

This study aims to explain the effect of customer trust, service quality and ease of transactions using mobile banking on customer satisfaction at Bank BRI Tanjungpinang City. the research sample was 150 participants of Bank BRI Tanjungpinang customers with age criteria of 18 years. Sampling using incidental sampling technique. This type of research is quantitative research. The questionnaire was tested for validity and reliability. The data were analyzed using multiple linear regression analysis, the hypothesis was tested using the t test, F test and the coefficient of determination (R²). The results showed that partially the variables of trust (X1), service quality (X2) and mobile banking (X3) simultaneously had a significant effect on the variable customer satisfaction (Y). the results of the F test obtained F count 1484.267 with F table 2.67 identified that the variables of trust (X1), service quality (X2) and mobile banking (X3) jointly affect the variable customer satisfaction (Y). based on the coefficient of determination (R²) test. based on the coefficient of determination test (R²) the dependent variable (customer satisfaction) is influenced by independent variable factors, namely trust, service quality and mobile banking is able to explain 96.8%, while the remaining 3.2% is influenced by other factors not explained in this study.

Keywords : *Trust, Service Quality, Mobile Banking and Customer Satisfaction*