

Strengthening services through the launch of digital banking

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Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh layanan digital Bank Syariah Mandiri terhadap kepuasan nasabah dilihat secara parsial maupun simultan dengan menggunakan dimensi E-Servqual, yaitu Efficiency, reliability, fulfillment, privacy, responsiveness, compensation, contact). Nanging, dimensi kompensasi ora bisa digunakake amarga ora ana implementasine ing banking ing. Data ingkang dipunginakaken wonten ing panaliten menika awujud data primer ingkang dipunpendhet langsung saking wangsulan 100 responden ingkang dados nasabah Bank Syariah Mandiri ingkang ngginakaken fasilitas layanan bank elektronik kadosta ATM, BSM Net Banking, SMS Banking, saha Mobile Banking. Metode analisis ingkang dipunginakaken inggih menika metode analisis regresi linier berganda. Adhedhasar asiling panaliten dipunmangertosi bilih variabel Efisiensi, pemenuhan, saha kontak mangaribawani kepuasan pelanggan saking nilai itungan Thitung langkung ageng tinimbang nilai Ttabel 1,661. Variabel sing ndominasi pengaruh kepuasan pelanggan yaiku variabel Kontak. Variabel privasi lan responsif ora mengaruhi amarga Tcount luwih cilik tinimbang Ttable. Wondene asil uji simultan, enem variabel kanthi sesarengan nggadhahi pengaruh ingkang signifikan tumrap kepuasan pelanggan kanthi F cacah 29,139. Wonten ing uji koefisien determinasi (R^2), variasi variabel bebas ingkang dipunginakaken wonten ing model saged nerangaken variasi variabel terikat inggih menika 65,3%.

Kata Kunci: Digital, Layanan Perbankan, Kepuasan, Layanan Unggul

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