

ANALISIS PENGARUH *E-RESPONSIVENESS* TERHADAP KEPUASAN NASABAH (APLIKASI *M-BANKING* BANK BSI KCP DURI HANGTUAH 1)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis *e-responsiveness* terhadap kepuasan nasabah pada Bank BSI Kcp Duri Hangtuh 1. Penelitian menggunakan jenis data kuantitatif. Jenis penelitian ini adalah penelitian asosiatif yang dimana *e-responsiveness* sebagai variabel independen dan kepuasan nasabah sebagai variabel dependen. Populasi dalam penelitian ini adalah seluruh nasabah Bank BSI Kcp Duri Hangtuh 1 dengan sampel sebanyak 100 nasabah. Pengambilan sampel dilakukan dengan menggunakan teknik *non-probability sampling*. Teknik pengumpulan data dilakukan dengan kuesioner. Analisis data yang digunakan adalah teknik korelasi dan teknik analisis regresi sederhana menggunakan aplikasi SPSS 20. Dari hasil tanggapan responden variabel *e-responsiveness* terdapat sepuluh dengan nilai rata-rata 4,50 yang digolongkan dalam kategori sangat tinggi. Hasil tanggapan responden variabel kepuasan nasabah terdapat sepuluh pernyataan dengan nilai rata-rata 4,00 digolongkan dalam kategori sangat tinggi. Dari hasil penelitian yang telah dilakukan dapat disimpulkan bahwa *e-E-Responsiveness* berpengaruh positif dan signifikan terhadap kepuasan nasabah. *e-responsiveness* memiliki proporsi pengaruh terhadap kepuasan nasabah sebesar 43,5% dan sisanya sebesar 56,5% dipengaruhi oleh variabel lain yang tidak diikutsertakan dalam penelitian ini.

Kata Kunci: Kualitas Layanan, *E-Responsiveness*, Kepuasan Konsumen/Nasabah.

THE INFLUENCE OF E-RESPONSIVENESS ON CUSTOMER SATISFACTION (M-BANKING APPLICATION BANK BSI KCP DURI HANGTUAH 1)

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ABSTRACT

This study aims to analyze the quality of E-Responsiveness services on customer satisfaction at Bank BSI Kcp Duri Hangtuh 1. Research using quantitative data types. This type of research is associative research where service quality is the independent variable and customer satisfaction is the dependent variable. The population in this study were all customers of Bank BSI Kcp Duri Hangtuh 1 with a sample of 100 customers. Sampling was carried out using non-probability sampling techniques. The data collection technique was carried out by questionnaire. The data analysis used is correlation technique and simple regression analysis technique using SPSS 20 application. From the results of respondents' responses to the E-Responsiveness variable, there were ten with an average value of 4.50 which was classified in the very high category. The results of respondents' responses to customer satisfaction variables were ten statements with an average value of 4.00 classified in the very high category. From the results of the research that has been done, it can be concluded that the quality of E-Responsiveness services has a positive and significant effect on customer satisfaction. E-Responsiveness service quality has a proportion of influence on customer satisfaction of 43.5% and the remaining 56.5% is influenced by other variables not included in this study.

Keywords: *Service Quality, E-Responsiveness, Consumer/Customer Satisfaction.*