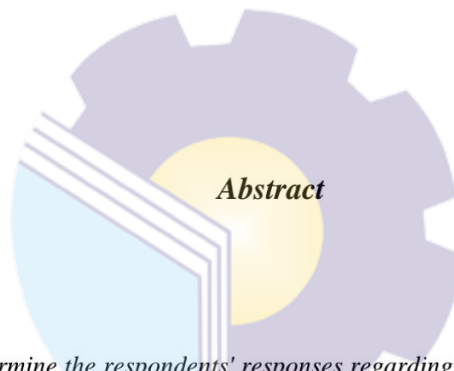


***THE DIMENSIONS SERVICE QUALITY OF MOBILE
BANKING TO CUSTOMER IN BANK SYARIAH INDONESIA
KCP BENGKALIS***

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This study aims to determine the respondents' responses regarding the dimensions of convenience, security, convenience, design, and the Mobile Banking Application System at Bank Syariah Indonesia KCP Bengkulu customers. This type of research is an observational study in which the dimensions of service quality are variables. The sample selection method used purposive sampling. The population in this study are all customers who use Mobile Banking at Bank Syariah Indonesia KCP Bengkulu with a sample of 100 customers. The data collection technique was done by using a questionnaire. The data analysis technique used in this research is interactive analysis. From the results of the research that has been carried out, it can be concluded that the dimensions of Mobile Banking security at Bank Syariah Indonesia KCP Bengkulu customers are good and confidentiality is guaranteed but the dimensions of the Islamic Mobile Banking application design are considered less creative or not in accordance with the standards desired by Bank Syariah Indonesia KCP Bengkulu customers. .

Keywords: *Dimensions of Service Quality, Mobile Banking, Indonesian Islamic Bank*