

ABSTRAK

Penelitian ini bertujuan penelitian untuk mengetahui (1) Pengaruh kualitas layanan mobile banking terhadap loyalitas nasabah (2) Pengaruh kualitas layanan mobile banking terhadap Kebahagiaan nasabah (3) Kebahagiaan nasabah berpengaruh terhadap Loyalitas nasabah (4) Kualitas layanan mobile banking berpengaruh terhadap Loyalitas nasabah melalui kebahagiaan nasabah. Penelitian ini merupakan jenis penelitian kuantitatif dengan mengolah data primer dengan metode pengambilan data melalui kuisioner yang diberikan kepada nasabah Bank BCA KCU Jambi. Sampel diperoleh sebanyak 100 responden, dimana data dari sampel dikumpulkan menggunakan wawancara dan kuesioner untuk kemudian dianalisis dengan analisis deskriptif kuantitatif menggunakan teknik path analysis. Alat analisis pada penelitian ini menggunakan bantuan SPSS Versi 20. Hasil analisis statistik membuktikan bahwa secara parsial kualitas layanan mobile banking berpengaruh signifikan terhadap loyalitas nasabah. Untuk pengaruh secara simultan, kualitas layanan mobile banking melalui kebahagiaan nasabah berpengaruh signifikan terhadap loyalitas nasabah. Hasil penelitian ini berimplikasi terhadap upaya perusahaan dalam hal ini Bank BCA Jambi untuk mengembangkan layanan mobile banking, agar nasabah bahagia dan puas sehingga dapat lebih loyal kepada perusahaan.

Kata kunci: kualitas layanan mobile banking, kebahagiaan nasabah, loyalitas nasabah

ABSTRACT

This study aims to determine (1) the effect of mobile banking service quality on customer loyalty (2) The influence of mobile banking service quality on customer happiness (3) Customer happiness affects customer loyalty (4) Mobile banking service quality affects customer loyalty through happiness customer. This research is a type of quantitative research by processing primary data with data collection methods through questionnaires given to customers of Bank BCA KCU Jambi. The sample was obtained as many as 100 respondents, where data from the sample was collected using interviews and questionnaires and then analyzed by quantitative descriptive analysis using path analysis techniques. The analytical tool in this study uses the help of SPSS Version 20. The results of statistical analysis prove that partially the quality of mobile banking services has a significant effect on customer loyalty. For simultaneous effect, the quality of mobile banking services through customer happiness has a significant effect on customer loyalty. The results of this study have implications for the company's efforts in this case Bank BCA Jambi to develop mobile banking services, so that customers are happy and satisfied so they can be more loyal to the company.

Keywords: mobile banking service quality, customer happiness, customer loyalty