

ABSTRAK

Penelitian ini tentang “Pengaruh *Automatic Teller Machine*, *Mobile Banking* dan *Internet banking* terhadap Kepuasan Nasabah Bank Syariah Indonesia di Kota Jambi”. Penelitian ini bertujuan untuk mengetahui layanan *Automatic Teller Machine (ATM)*, *Mobile Banking* dan *Internet banking* secara simultan terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Jambi. Skripsi ini menggunakan pendekatan kuantitatif menggunakan metode analisis statistik regresi berganda secara parsial dan simultan dengan sampel berjumlah 140 nasabah dengan Teknik pengumpulan data menggunakan kuesioner dan alat analisis menggunakan program SPSS 26. Hasil penelitian ini menunjukkan bahwa variabel *Automatic Teller Machine* (X1) memiliki pengaruh terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Jambi secara parsial. Variabel *Mobile Banking* (X2) memiliki pengaruh terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Jambi secara parsial. Variabel *Internet Banking* (X3) memiliki pengaruh terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Jambi secara parsial. Variabel *Automatic Teller Machine*, *Mobile Banking* dan *Internet Banking* secara simultan berpengaruh signifikan terhadap kepuasan nasabah Bank Syariah Indonesia di Kota Jambi.

Kata Kunci : *Teller Machine*, *Mobile Banking* dan *Internet banking* terhadap Kepuasan Nasabah

ABSTRACT

This study is about "The Influence of Automatic Teller Machine, Mobile Banking and Internet Banking on Customer Satisfaction Bank Syariah Indonesia in Jambi City". This study aims to determine the Automatic Teller Machine (ATM), Mobile Banking and Internet Banking services simultaneously on customer satisfaction of Bank Syariah Indonesia in Jambi City. This thesis uses a quantitative approach using the multiple regression statistical analysis method partially and simultaneously with a sample of 140 customers with data collection techniques using questionnaires and analysis tools using the SPSS 26 program. The results of this study indicate that the Automatic Teller Machine variable (X1) has an influence on customer satisfaction of Bank Syariah Indonesia in Jambi City partially. The Mobile Banking variable (X2) has an influence on customer satisfaction of Bank Syariah Indonesia in Jambi City partially. The Internet Banking variable (X3) has an influence on customer satisfaction of Bank Syariah Indonesia in Jambi City partially. The Automatic Teller Machine, Mobile Banking and Internet Banking variables simultaneously have a significant effect on customer satisfaction of Bank Syariah Indonesia in Jambi City.

Keywords : *Teller Machine, Mobile Banking and Internet Banking on Customer Satisfaction*