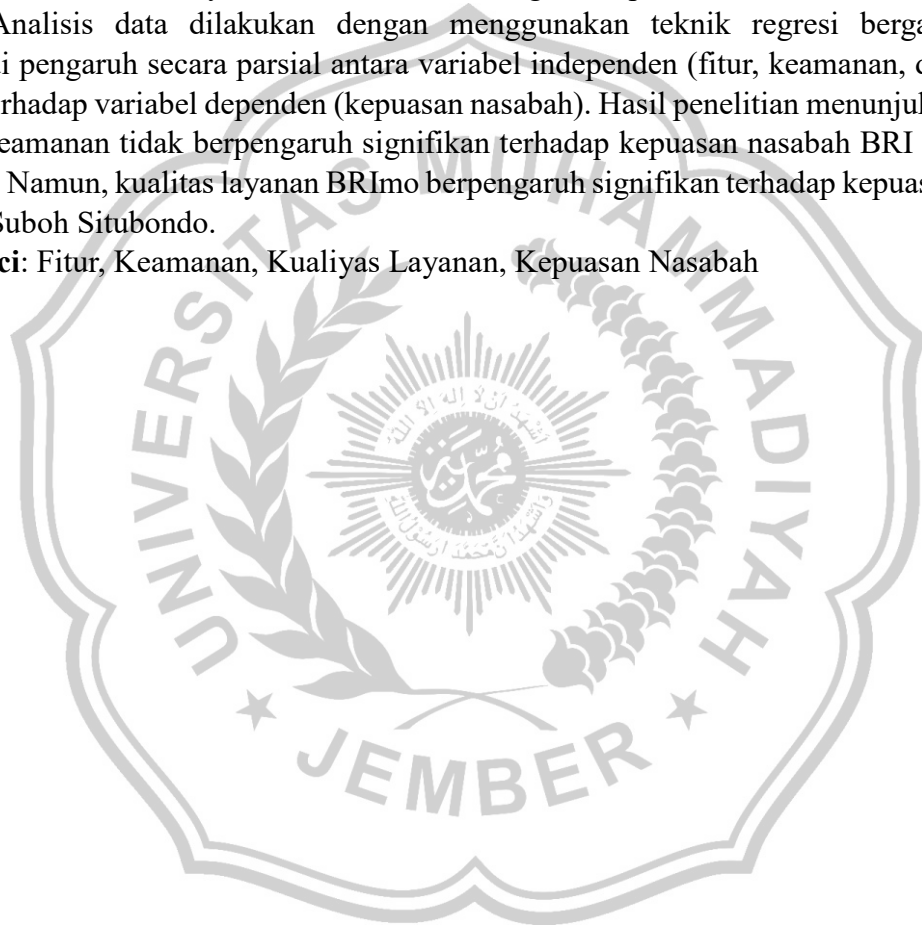


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan fitur, keamanan, dan kualitas layanan BRImo terhadap kepuasan nasabah. Studi kasus dilakukan pada nasabah BRI Unit Suboh Situbondo yang menggunakan aplikasi BRImo. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan kuesioner. Pengambilan sampel dilakukan dengan teknik simple random sampling dengan jumlah sampel sebanyak 95 orang, dikarenakan jumlah populasi tidak diketahui. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, yang dibagikan secara langsung kepada nasabah BRI Unit Suboh Situbondo yang menggunakan aplikasi BRImo. Kuesioner mengukur persepsi nasabah mengenai fitur, keamanan dan kualitas layanan BRImo, serta tingkat kepuasan mereka terhadap aplikasi tersebut. Analisis data dilakukan dengan menggunakan teknik regresi berganda untuk mengetahui pengaruh secara parsial antara variabel independen (fitur, keamanan, dan kualitas layanan) terhadap variabel dependen (kepuasan nasabah). Hasil penelitian menunjukkan bahwa fitur dan keamanan tidak berpengaruh signifikan terhadap kepuasan nasabah BRI Unit Suboh Situbondo. Namun, kualitas layanan BRImo berpengaruh signifikan terhadap kepuasan nasabah BRI Unit Suboh Situbondo.

Kata Kunci: Fitur, Keamanan, Kualiyas Layanan, Kepuasan Nasabah



ABSTRACT

This research aims to analyze the influence of feature usage, security, and service quality of BRImo on customer satisfaction. A case study was conducted on BRI Unit Suboh Situbondo customers who use the BRImo application. The research method used was quantitative with a questionnaire approach. Sampling was done using a simple random sampling technique with a sample size of 95 people, due to the unknown population size. Data were collected through questionnaires that had been tested for validity and reliability, which were distributed directly to BRI Unit Suboh Situbondo customers who use the BRImo application. The questionnaire measured customer perceptions of BRImo's features, security, and service quality, as well as their satisfaction level with the application. Data analysis was performed using multiple regression techniques to determine the partial effect between the independent variables (features, security, and service quality) and the dependent variable (customer satisfaction). The research results showed that features and security did not have a significant effect on BRI Unit Suboh Situbondo customer satisfaction. However, BRImo's service quality had a significant effect on BRI Unit Suboh Situbondo customer satisfaction.

Keywords: *Features, Security, Service Quality, Customer Satisfaction*

