

The Effect of Service Quality and Product Promotion on Customer Satisfaction
Using BJB Bank Mobile Banking
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ABSTRACT

The increasingly development of IT in the banking and the demands of customer satisfaction targets so that various mobile banking features are made that make the fulfillment of customers to transactions practically, safely and comfortably. The purpose of this research was to determine the effect of service quality and product promotion on customer satisfaction using BJB mobile banking.

The research method used is descriptive analysis through a questionnaire test involve 100 BJB Mobile Banking users and quantitative analysis method using multiple linear regression analysis, classic assumption and hypothesis testing.

The result showed that through the descriptive analysis test of respondents service quality and product promotion had an effect on customer satisfaction. While through partial or simultaneous hypothesis testing shows the variable quality of service and promotion affect customer satisfaction.

Keyword: *Service Quality, Product Promotion, Customer Satisfaction*

(xii + 102 + attachments)

References (2012-2019)