


ANALISIS KUALITAS LAYANAN ELEKTRONIK (*E-SERVICE QUALITY*) MOVIN BY MANTAP MOBILE PADA BANK MANDIRI TASPEN KANTOR CABANG YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis *e-service quality* pada Movin by Mantap Mobile Bank Mandiri Taspen Kantor Cabang Yogyakarta. Penelitian ini menggunakan metode deskriptif pendekatan kuantitatif dengan empat dimensi yaitu *efficiency*, *fulfillment*, *reliability*, dan *privacy*. Sampel dalam penelitian ini adalah nasabah Bank Mandiri Taspen Kantor Cabang Yogyakarta dengan jumlah sampel sebanyak 100. Teknik pengambilan sampel menggunakan *purposive sampling*, dimana penentuan sampel berdasarkan pertimbangan dan karakteristik tertentu. Pengumpulan data dilakukan dengan kuesioner pada skala likert 5 poin dan diuji menggunakan validitas dan reliabilitas. Teknik analisis yang digunakan adalah *arithmetic mean*. Berdasarkan teknik analisis ini, peneliti menyimpulkan bahwa *e-service quality* pada Movin By Mantap Mobile Bank Mandiri Taspen Kantor Cabang Yogyakarta, dinilai telah terlaksana dengan baik. Namun hasil analisis penelitian ini menunjukkan bahwa tingkat kualitas layanan elektronik yang ada dalam Movin by Mantap Mobile masih memiliki potensi untuk ditingkatkan lagi dalam rangka meningkatkan kepuasan nasabah. Diharapkan perusahaan dapat menambahkan fasilitas *biometrik* pada aplikasi Movin By Mantap Mobile.

Kata Kunci: *E-Service Quality*

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**ANALYSIS OF MOVIN BY MANTAP MOBILE ELECTRONIC SERVICE
QUALITY (E-SERVICE QUALITY) AT BANK MANDIRI TASPEN
YOGYAKARTA BRANCH OFFICE**

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Abstract

This research aims to analyze e-service quality at Movin by Mantap Mobile Bank Mandiri Taspen Yogyakarta Branch Office. This research uses a descriptive quantitative approach with four dimensions, namely efficiency, fulfillment, reliability and privacy. The sample in this research was customers of Bank Mandiri Taspen Yogyakarta Branch Office with a total sample of 100. The sampling technique used purposive sampling, where the sample was determined based on certain considerations and characteristics. Data collection was carried out using a questionnaire on a 5 point Likert scale and tested using validity and reliability. The analysis technique used is arithmetic mean. Based on this analysis technique, the researcher concluded that e-service quality at Movin By Mantap Mobile Bank Mandiri Taspen Yogyakarta Branch Office was considered to have been implemented well. However, the results of this research analysis show that the level of quality of electronic services in Movin by Mantap Mobile still has the potential to be further improved in order to increase customer satisfaction. It is hoped that the company can add biometric facilities to the Movin By Mantap Mobile application.

Keywords: E-Service Quality