


# **ANALISIS DIMENSI KUALITAS LAYANAN DIGITAL APLIKASI BYOND DI BSI KANTOR CABANG (KC) SUDIRMAN YOGYAKARTA**

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## **Abstrak**

Penelitian ini ditujukan untuk menganalisis kualitas layanan Digital Aplikasi Byond di BSI Kantor Cabang Area Yogyakarta. Fokus penelitian ini memiliki tujuh dimensi utama, *Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation*, dan *Contact*. Pendekatan yang digunakan adalah metode kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada 100 responden, yang merupakan nasabah BSI Kantor Cabang Area Yogyakarta. Teknik pengambilan sampel yang digunakan adalah sample random. Penelitian ini menggunakan uji validitas, uji reliabilitas, dan *arithmetic mean*. Berdasarkan hasil secara keseluruhan variabel Kualitas Layanan memiliki rata-rata hitung sebesar 2,98 termasuk Kategori netral menunjukkan bahwa responden tidak memberikan penilaian yang cenderung positif maupun negatif terhadap kualitas layanan aplikasi Byond di BSI Kantor Cabang Area Yogyakarta.

**Kata Kunci :** *Kualitas Layanan, Aplikasi Byond, Bank Syariah Indonesia*

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***ANALYSIS OF DIGITAL SERVICE QUALITY DIMENSIONS OF THE  
BYOND BSI APPLICATION AT BANK SYARIAH INDONESIA SUDIRMAN  
BRANCH OFFICE, YOGYAKARTA***

***Anisa Dewi Rahmawati***

***Abstract***

*This study aims to analyze the digital service quality of the Byond application at Bank Syariah Indonesia (BSI) Yogyakarta Area Branch Office. The research focuses on seven main dimensions: Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, and Contact. The research employed a quantitative method, with data collected through questionnaires distributed to 100 respondents, who are customers of the BSI Yogyakarta Area Branch Office. The sampling technique applied is simple random sampling. This study employs validity testing, reliability testing, and analysis of the arithmetic mean. Based on the results, the service quality variable obtained an average score of 2.98, which falls into the neutral category. This category indicates that respondents do not provide a judgment that tends to be either positive or negative regarding the service quality of the Byond application at BSI Yogyakarta Area Branch Office, suggesting that the service quality is perceived as moderate or average.*

***Keywords:*** *Service Quality, Byond Application, Bank Syariah Indonesia*