

**PENGARUH *DIGITAL SERVICE BANKING* TERHADAP
E-LOYALTY DIMEDIASI OLEH *E-CUSTOMER EXPERIENCE*
(Survei Pada Pengguna Aplikasi *Mobile Banking* BJB)**

TESIS

Diajukan untuk Memenuhi Syarat Memperoleh Gelar Magister pada Program
Studi Manajemen



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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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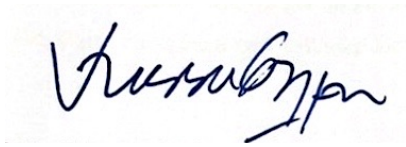
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**PENGARUH *DIGITAL SERVICE BANKING* TERHADAP *E-LOYALTY*
DIMEDIASI OLEH *E-CUSTOMER EXPERIENCE*
(Survei Pada Pengguna Aplikasi *Mobile Banking* BJB)**

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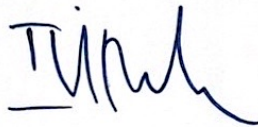
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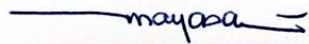
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PERNYATAAN KEASLIAN ISI TESIS

Dengan ini penulis menyatakan bahwa tesis dengan judul “Pengaruh *Digital Service Banking* terhadap *E-Loyalty* Dimediasi oleh *E-Customer Experience* (Survei pada Pengguna Aplikasi *Mobile Banking* BJB)” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini saya siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini atau ada klaim dari pihak lain terhadap keaslian tesis ini.

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Yang membuat Pernyataan,

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ABSTRAK

Yuliarti Maghfira Annahli (2208217). **Pengaruh *Digital Service Banking* terhadap *E-Loyalty* Dimediasi oleh *E-Customer Experience*** (Survei pada Pengguna Aplikasi *Mobile Banking* BJB) dibawah bimbingan Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA dan Dr. Tutik Inayati, S.Mn., M.S.M

E-Loyalty di sektor perbankan dan telekomunikasi merupakan indikator penting dari kesetiaan pelanggan terhadap merek. Faktor-faktor seperti kualitas layanan dan respons terhadap masalah pelanggan memiliki dampak yang penting terhadap retensi dan kepercayaan konsumen. Keberhasilan dalam membangun dan mempertahankan loyalitas pelanggan di lingkungan bisnis digital yang dinamis sangat bergantung pada strategi yang efektif. Penelitian ini bertujuan untuk mengetahui pengaruh *digital service banking* terhadap *e-loyalty* dimediasi oleh *e-customer experience*. Jenis penelitian yang digunakan adalah penelitian deskriptif verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pengguna aplikasi *mobile banking* BJB dengan sampel sebanyak 400 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*. Teknik analisis data yang digunakan adalah *path analysis* (analisis jalur). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan dari *digital service banking* terhadap *e-loyalty*, terdapat pengaruh positif dan signifikan dari *digital service banking* terhadap *e-customer experience*, terdapat pengaruh positif dan signifikan dari *e-customer experience* terhadap *e-loyalty*, *e-customer experience* tidak memediasi pengaruh *digital service banking* terhadap *e-loyalty*.

Kata kunci: *Digital Service Banking*, *E-Customer Experience*, dan *E-Loyalty*.

ABSTRACT

Yuliarti Maghfira Annahli (2208217). **The influence of Digital Service Banking on E-Loyalty is Mediated by E-Customer Experience** (Survey on Mobile Banking BJB Application Users) under the guidance of Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA dan Dr. Tutik Inayati, S.Mn., M.S.M

E-Loyalty in the banking and telecommunications sectors is an important indicator of customer loyalty to brands. Factors such as service quality and response to customer problems have an important impact on consumer retention and trust. Success in building and maintaining customer loyalty in a dynamic digital business environment relies heavily on effective strategies. This research aims to determine the influence of digital service banking on e-loyalty mediated by e-customer experience. The type of research used is descriptive verification research with a quantitative approach. The population in this study were BJB mobile banking application users with a sample of 400 respondents. The sampling technique in this research used the purposive sampling method. The data analysis technique used is path analysis. The results of this research show that there is a positive and significant influence of digital service banking on e-loyalty, there is a positive and significant influence of digital service banking on e-customer experience, there is a positive and significant influence of e-customer experience on e-loyalty, e-customer experience does not mediate the influence of digital services banking on e-loyalty.

Keywords: *Digital Service Banking, E-Customer Experience, and E-Loyalty*

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