

INTISARI

Pembayaran uang kuliah tetap (UKT) mahasiswa Universitas Amikom Purwokerto membuat banyak antrian dalam pembayaran di Bank Muamalat. Adanya aplikasi digital Muamalat Din mempermudah mahasiswa Universitas Amikom Purwokerto dalam melakukan pembayaran UKT. Penelitian ini berjudul Pengaruh Electronic Service Quality Dan Electronic Satisfaction Terhadap Electronic loyalty Nasabah Bank Muamalat (Studi Kasus Pembayaran UKT Mahasiswa Universitas Amikom Purwokerto). Penelitian bertujuan untuk mengetahui dan menganalisis apakah Electronic Service Quality dan Electronic Satisfaction berpengaruh secara simultan terhadap Electronic loyalty nasabah Mahasiswa Amikom Purwokerto. Variabel penelitian terdiri dari dua variabel bebas yaitu Electronic Service Quality dan Electronic Satisfaction, serta satu variabel terikat yaitu Electronic loyalty. Populasi penelitian adalah nasabah Mahasiswa Universitas Amikom Purwokerto yang berjumlah 3.481 orang dengan sampel yang diambil menggunakan rumus slovin sebanyak 100 responden. Teknik analisis data untuk menjawab tujuan penelitian menggunakan teknik analisis uji T, uji F, dan uji Determinasi. Analisis data dibantu dengan program SPSS. Hasil penelitian menunjukkan bahwa variabel Electronic Service Quality dan Electronic Satisfaction secara simultan berpengaruh terhadap Electronic loyalty nasabah Mahasiswa Universitas Amikom Purwokerto.

Kata kunci: Electronic Service Quality, Electronic Satisfaction, Electronic loyalty dan Bank Muamalat.

ABSTRACT

Payment of fixed tuition fees (UKT) for Amikom Purwokerto University students creates many queues for payments at Bank Muamalat. The existence of the Muamalat Din digital application makes it easier for Amikom Purwokerto University students to make UKT payments. This study is entitled The Effect of Electronic Service Quality and Electronic Satisfaction on Electronic Loyalty of Bank Muamalat Customers (Case Study of Student UKT Payments at Amikom University, Purwokerto). The aim of this research is to find out and analyze whether Electronic Service Quality and Electronic Satisfaction simultaneously influence the Electronic Loyalty of Amikom Purwokerto Student customers. The research variables consist of two independent variables, namely Electronic Service Quality and Electronic Satisfaction, and one dependent variable, namely Electronic Loyalty. The study population was Amikom Purwokerto University student customers, totaling 3,481 people with a sample taken using the slovin formula of 100 respondents. Data analysis techniques to answer research objectives using analysis techniques T-test, F-test, and Determination test. Data analysis was assisted by the SPSS program. The results showed that the variables Electronic Service Quality and Electronic Satisfaction simultaneously affect the electronic loyalty of students at Amikom University, Purwokerto.

Keywords: Electronic Service Quality, Electronic Satisfaction, Electronic loyalty and Muamalat Bank.