

ABSTRACT

ANALYSIS OF SERVICE QUALITY OF PT BPR BKK PURWOKERTO WEBSITE USING ELECTRONIC SERVICE QUALITY (E-SERVQUAL) METHOD

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Technological developments in the financial services sector have brought significant changes to the banking sector. The increasing pattern of digital consumption encourages banks to switch to digital banking. The growth of digital transactions around the world and in Indonesia is increasing rapidly. These changes make it important to assess the quality of information technology services provided through the bank's website. This study aims to analyze the service quality of the banking information system of PT BPR BKK Purwokerto (Perseroda) which has a number of features for its users. The method used in this research is E-Servqual (Electronic Service Quality) by measuring the level of dimensions of efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. This analysis study is to determine the quality of PT BPR BKK Purwokerto (Perseroda) website services using the E-Servqual method so that services can develop for the better. The amount of data presented as research material is 100 data respondents who are users of BPR information system services. The results of processing research data show that all dimensions of the E-Servqual method affect user satisfaction. The conclusion of this study is that from the variables of system availability, privacy, responsiveness, compensation and contact, the five dimensions are rejected or insignificant to customer satisfaction. There are only two variables, namely efficiency and fulfillment, which are accepted and significant to customer satisfaction.

Keywords: Technological Development, Service Quality, website, E-Servqual