

ABSTRAK

Penelitian ini dituju agar mengetahui pengaruh e-service quality dan *brand trust* terhadap *E-Loyalty Nasabah* dalam penggunaan layanan BSI mobile. Penelitian ini memakai kuesioner sebagai alat pengumpulan data secara kuantitatif. Temuan penelitian ini mengarah pada pemilihan 100 responden mahasiswa untuk pengambilan *simple random sampling*. Uji validitas, uji reliabilitas, uji asumsi tradisional, analisis regresi linier berganda, dan uji hipotesis adalah semua cara untuk menguji data yang digunakan.

Hasil penelitian uji t membuktikan bahwa variabel *e-service quality* berpengaruh positif dan signifikan terhadap *E-Loyalty Nasabah*. Variabel *Brand trust* berpengaruh positif dan signifikan terhadap *E-Loyalty Nasabah*. Dan *e-service quality* dan *brand trust* berpengaruh secara simultan terhadap *E-Loyalty Nasabah*.

Kata Kunci : *E-Service Quality, Brand Trust, E-Loyalty Nasabah*

ABSTRACT

This study aims to determine the effect of e-service quality and brand trust on customer e-loyalty in using BSI mobile services. This study used a questionnaire as a quantitative data collection tool. The findings of this study lead to the selection of 100 student respondents for simple random sampling. Validity test, reliability test, traditional assumption test, multiple linear regression analysis, and hypothesis testing are all ways to test the data used.

The results of the t-test study prove that the variable e-service quality has a positive and significant effect on customer e-loyalty. Brand trust variables have a positive and significant effect on customer e-loyalty. And e-service quality and brand trust simultaneously affect customer e-loyalty.

Keywords : E-Service Quality, Brand Trust, E-Loyalty Customers