Abstract

THE ACHIEVEMENT OF CUSTOMER LOYALTY E-BANKING USER IN THE CONTEXT OF E-SERVICE QUALITY AND CUSTOMER TRUST

This study aims to analyze the achievement of Customer Loyalty E-Banking users in the context of E-Service Quality and Customer Trust. This study uses five variables: Information Quality (X1), System Quality (X2), Value (Z1), Satisfaction (Z2) and Loyalty (Y1). Data were collected through methods questionnaires distributed to 100 respondents in each village was given as 20 questionnaires. This sample in this study is a community of users E-Banking in 5 villages in Bandar Lampung that have been defined by the researchers. The sampling technique used was purposive sampling. Analysis data was performed by Software SmartPLS 2.0.m3 versions that run with the computer media. This study uses data processing techniques to the measurement model (outer model) and the model of structural equation analysis (inner model) and hypothesis testing. Smart PLS results showed that a significant difference between the Information Quality to Value but not a significant difference between the Information Quality and Satisfation. From the seventh hypothesis that there are three hypotheses were significant or accepted and 4 hypotheses were not significant or rejected. It is expected for the entire Bank in order to improve E-Service Quality and Customer Trust in place to achieve Customer Loyalty. For further research needs to be added back on the variables that influence Customer Loyalty E-Banking users in order to further perfect

Keywords: *Customer Loyalty E-Banking users, E-Service Quality, Customer Trust*