

ABSTRACT

Banks in Indonesia is currently more progress in a variety of services, especially nowadays, where the features and quality of service from the bank increasingly diverse and increasingly canggih. Salah one such bank is the internet service banking. Bank Mandiri in this case trying to remove the products and services more specific services in order to provide maximum satisfaction to its customers and also attract a wider consumer, so superior in the competition. Because consumer satisfaction is not only derived from the product features alone but should be a combination of features and quality service. This research was conducted at PT Bank Mandiri Tbk Branch Teluk Betung, where the object penelitian is the quality of services that are five sub variables are: reliability (Reliability), power responsive (responsiveness), certainty (assurance), empathy (Emphaty) and Tangible (Tangible) while the other variable is customer loyalty that has three indicators, namely: repeat purchases, the rejection of competing products, provide references to other people.

The purpose of this study is to determine how the implementation of Mandiri Internet Banking service quality, customers know the response will Mandiri Internet Banking service quality and extent of Internet banking service quality may affect customers of PT Bank Mandiri Tbk Branch Teluk Betung

Data used in this study are data from questionnaires, data from the Internet, Bank Mandiri Website: www.bankmandiri.co.id, and also from various literature and magazines. To achieve the research objectives, methods used are statistical analysis Rank Spearman. Hypothesis testing using t-statistics one side (right side) on the real level 5%.

The experimental results using t-statistics one side (right) shows that between the service quality of Internet Banking Mandiri customer loyalty have the effect of moderate ($r_s = 0.427$). Based on calculations using the coefficient of determination can be explained that the level of influence that can be provided by the Internet Banking service quality on loyalty is at 18.23% and the rest equal to 81.77% influenced by other factors. Based on calculations using the t distribution test, got t count = 2.498 and t table = 1.701, this means $t_{\text{count}} > t_{\text{table}}$, it can be concluded that the H_0 hypothesis is rejected which means that authors ask: "The quality of Internet banking services significantly influence loyalty PT Bank Mandiri Tbk customers Branch Teluk Betung "acceptable.