

ABSTRACT

M Banking is an application service that can help bank customers to perform banking transactions via smart phones (smartphones). Currently, users of M Banking services are increasing compared to transactions using cards because they are more practical, so banks that provide M Banking services in Indonesia are competing to provide the best service for their customers. One of the banks providing M Banking services in Indonesia is Bank Mandiri with M Banking services called Mandiri Online. Bank Mandiri must pay attention to aspects that are factors that strengthen customer loyalty, such as relationship value, customer experience quality, and service quality. In addition, there are inconsistencies in research results on the relationship between customer experience quality and customer loyalty in previous studies. Thus, these phenomena and gaps are the basis for conducting this research.

This study aims to test and prove that customer experience quality has an effect on customer loyalty. Data collection from this study involved 185 respondents with the main criteria being 17 years of age and over, domiciled in the city of Surabaya, and used Mandiri Online services for a minimum period of 3 months. The data obtained were then analyzed using the Structural Equation Model (SEM) with the WarpPLS (Partial Least Square) version 7.0 program.

Based on the results of this study, it was found that the relationship value had a positive and significant effect on relationship quality. In addition, customer experience has a positive and significant effect on relationship quality. In this study also found that service quality has a positive and significant effect on relationship quality. Then lastly, relationship quality which is a mediating variable has a positive and significant influence on the dependent variable of customer loyalty. Therefore, all hypotheses in this study are accepted, and this research can be useful for the development of the Mandiri Online service marketing strategy and can become a valuable literature for the benefit of academics.

Keywords: Relationship Value, Customer Experience Quality, Service Quality, Relationship Quality, Customer Loyalty.