

ABSTRACT

With the potential of a high Muslim population in Indonesia, it becomes an opportunity and challenge to develop the Islamic banking industry. The development of Islamic banking can be done by utilising technological developments. BCA Syariah is making optimal efforts to take advantage of the momentum of economic growth by accelerating digitisation. Satisfaction can be influenced by several variables such as e-service quality, e-trust, price, and risk.

This study uses a quantitative analysis approach with multiple linear regression analysis methods. The sampling technique in this study was purposive sampling by taking a sample of 100 respondents / customers who used BCA Syariah mobile banking. The research instrument used a questionnaire through the google form platform and was analysed using IBM SPSS Statistics 26.

The results showed that E-Service Quality, and E-Trust had a significant positive effect while Price and Risk had a significant negative effect on BCA Syariah mobile customer Satisfaction. The coefficient of determination shows that 42.7% of the dependent variable can be explained by the independent variable and the remaining 57.3% is explained by other variables outside this study.

Keywords: E-Service Quality, E-Trust, Price, Risk, BCA Syariah Mobile, Satisfaction.