

**PENGARUH *E-SERVICE QUALITY* DAN *BRAND IMAGE* TERHADAP
CUSTOMER TRUST NASABAH M-BANKING (*FITUR BJB NET*)
BANK BJB KCP SAMARANG GARUT**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis seberapa besar pengaruh *E - Service Quality* dan *Brand Image* terhadap *Customer Trust* nasabah M-Banking Bank bjb Kcp Samarang Garut.

Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif berdasarkan data yang diperoleh dengan jumlah sampel sebanyak 100 orang. Pengambilan sampel yang dilakukan dalam penelitian ini adalah dengan teknik *Nonprobability sampling*, metode pengambilan dilakukan dengan metode *purposive sampling*. Analisis data dilakukan dengan Software SmartPLS versi 3.0. Dalam penelitiannya menggunakan teknik pengukuran data *outer model* dan *inner model* serta pengujian hipotesis.

Berdasarkan hasil penelitian menunjukkan bahwa *E-Service Quality* memiliki pengaruh signifikan terhadap *Customer Trust*, artinya semakin baik *E-Service Quality* maka *Customer Trust* akan semakin meningkat. *Brand Image* memiliki pengaruh signifikan terhadap *Customer Trust*. Artinya menunjukkan bahwa semakin baik *Brand Image* yang terbentuk, maka ada kecenderungan pula semakin meningkatnya *Customer trust* dari para nasabahnya. *E-Service Quality* dan *Brand Image* secara bersama – sama memiliki pengaruh signifikan terhadap *Customer Trust*, artinya semakin baiknya kinerja *E-Service Quality* dan *Brand Image*, maka hal tersebut akan meningkatkan *Customer trust*.

Kata Kunci: *E-Service Quality*, *Brand Image*, dan *Customer Trust*.

**THE INFLUENCE OF E-SERVICE QUALITY AND BRAND IMAGE HAS
ON THE CUSTOMER TRUST OF M-BANKING CUSTOMERS (BJB NET)
BANK BJB KCP SAMARANG GARUT**

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ABSTRACT

This study aims to find out and analyze how much influence of E-Service Quality and Brand Image has on the Customer Trust of M-Banking Customers at Bank bjb Kcp Samarang Garut.

The research method used in this research is descriptive and verificative based on the data obtained with a 100 people as a sample. Sampling conducted in this study is by nonprobability sampling technique, the method of taking is done by purposive sampling method. Data analysis is done by using software named SmartPLS version 3.0. in the study using data measurement techniques of the outer model and inner model and testing hypotheses.

Based on the results of the study showed that E-Service Quality has a significant influence on Customer Trust, it means that the better the E-Service Quality, the Customer Trust will increase. Brand Image has a significant influence on Customer Trust. That means the better the Brand Image is formed, the tendency is also the increasing customer trust of its customers. E-Service Quality and Brand Image together have a significant influence on Customer Trust, it means that this is due to the better performance of E-Service Quality and Brand Image will increase Customer trust.

Keywords: *E-Service Quality, Brand Image, Customer Trust.*