

ABSTRACT

MUH. NURRAHMAN. 2022. *The Influence of BRI Mobile Banking on Customer Satisfaction at Bank BRI Lapai Units, Southeast Sulawesi*. Thesis for the Management study program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Mr. Ahmad AC and Mr. Muchriady Muchran

This study aims to determine the effect of BRI mobile banking on customer satisfaction at the BRI unit Lapai Southeast Sulawesi. The type of research used in this research is quantitative research. This research is a quantitative study using multiple linear regression models that are processed using the SPSS v16.0 application for windows.

Based on the results of data analysis, the results of this study show that BRI mobile banking is basically influential in increasing customer satisfaction at BRI lapai units in Southeast Sulawesi by 66.1%, while the rest is influenced by different factors of 33.9% which were not picked up in the study

Keywords: BRI Mobile Banking on Customer Satisfaction

