

## ABSTRAK

**AMIRULLAH 2026. PENGARUH SELF SERVICE TECHNOLOGY TERHADAP KEPUASAN PENGGUNA LAYANAN DIGITAL BANK BRI (Studi Kasus Pada Fakultas Ekonomi Dan Bisnis Di Universitas Muhammadiyah Makassar) Skripsi. Jurusan Akuntansi Fakultass Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh : Nasrun Dan Muhaimin**

Penelitian ini bertujuan untuk menguji pengaruh Pengaruh *Self Service Technology* Terhadap Kepuasan Pengguna Layanan Digital Bank Bri , penelitian ini menggunakan metode kuantitatif, sampel pada penelitian ini diambil dari Mahasiswa Fakultas Ekonomi dan Bisnis di Universities Muhammadiyah Makassar 95 Responden. Data penelitian ini diperoleh dari kuesioner (data primer). Hasil penelitian dari data yang diolah menggunakan perhitungan statistik SPSS 26, Berdasarkan hasil output SPSS 26 secara parsial hasil penelitian *Self Service Technology* berpengaruh positif dan signifikan terhadap Kepuasan Pengguna Layanan Digital Bank Bri.

**Kata Kunci : Automatic Teller Machine, Mobile Banking Dan Kepuasan Mahasiswa.**



## **ABSTRACT**

**AMIRULLAH 2026. THE EFFECT OF SELF-SERVICE TECHNOLOGY ON USER SATISFACTION OF BRI BANK DIGITAL SERVICES (Case Study at the Faculty of Economics and Business, Muhammadiyah University of Makassar) Thesis. Department of Accounting, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Nasrun and Muhaimin**

*This study aims to examine the effect of Self-Service Technology on User Satisfaction of BRI Bank Digital Services. This study uses a quantitative method. The sample in this study was taken from 95 students of the Faculty of Economics and Business at Muhammadiyah University of Makassar. The research data was obtained from a questionnaire (primary data). The results of the research were processed using SPSS 26 statistical calculations. Based on the partial results of SPSS 26, the research findings show that Self-Service Technology has a positive and significant effect on User Satisfaction of BRI Bank Digital Services.*

**Keywords: Automatic Teller Machine, Mobile Banking, and Student Satisfaction.**

