AGHA RESPATI AULIA Analysis of Customers Satisfaction and Loyalty toward Non-Cash-Based Technology Service at Bank Syariah Mandiri Branch of Bandung Under Direction of KUDANG BORO SEMINAR and MD. DJAMALUDIN

This research aimed to identify the general characteristics of customers, to analyze the factors affecting customer satisfaction on non-cash-based technology service, to measure the level of customers satisfaction and loyalty, to analyze the influence of customers satisfaction and loyalty, and to formulate managerial implications associated with increased service quality at Bank Syariah Mandiri branch of Bandung. The result of the research showed that interaction provided in the website of Bank Syariah Mandiri branch of Bandung is the most influential due to ease of use in the non-cash bank transaction with respect to information quality and the timely information delivery is the most attractive for the customers.

Keywords: Bank Syariah Mandiri, Non-Cash-Based Technology Service, Customer Satisfaction, and Customer Loyalty.