

**THE INFLUENCE OF SERVICE QUALITY AND TRUST ON CUSTOMER SATISFACTION IN THE USE OF BRI MOBILE (BRIMO) AT PT BRI, AHMAD YANI MANNA UNIT, SOUTH BENGKULU REGENCY**

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**ABSTRACT**

BRI is also registered and supervised by the Financial Services Authority (OJK) and the Deposit Insurance Corporation (LPS). BRI Mobile (BRIMO) is an e-Banking application service from BRI that allows customers to interact with BRI anytime and anywhere. BRIMO is an application that can be accessed through mobile phones, providing several services. The purpose of this research is to determine the influence of Service Quality and Trust on customer satisfaction at PT. BRI, Ahmad Yani Manna Unit in South Bengkulu Regency. This type of research uses quantitative methods. The analysis methods in this study include validity tests, reliability tests, multiple linear regression analysis, coefficient of determination, classical assumption tests, and hypothesis tests using t-tests and f-tests. The sample size studied is 55 consumers using BRI Mobile (BRIMO) at PT. BRI, Ahmad Yani Manna Unit in South Bengkulu Regency. From the results of the multiple linear regression analysis, with the equation  $Y = 9.414 + 0.497 X_1 + 0.299 X_2$ , it shows that the service quality variable has a significant effect on customer satisfaction, seen from the linear regression test where the significance value of service quality is less than 0.005, which is  $0.000 < 0.005$ . From the calculations using SPSS, the coefficient of determination (R) is found to be 0.682. This means that the X variable influences the Y variable by 68.2%, while the remaining 31.8% is influenced by other variables not examined in this study.

**Keywords:** Service Quality, Trust, and Customer Satisfaction

1) Student

2) Supervisors

