

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh Pengaruh *Responsiveness, Efficiency, Reliability, Security*, terhadap Kepuasan dan Loyalitas Pelanggan Menggunakan Aplikasi Livin by Mandiri pada Nasabah Bank Mandiri KCP Depok 1. Pengumpulan data primer dilakukan selama 1 bulan dengan menggunakan sampel penelitian sebanyak 99 responden. Penelitian ini menggunakan pendekatan desain penelitian deskriptif dengan data empiris yang dikumpulkan melalui survei online. Data empiris kemudian diolah menggunakan pendekatan Structural Equation Modeling untuk menguji sejumlah hipotesis yang diajukan.

Hasil penelitian ini *Responsiveness* berpengaruh terhadap *Customer Satisfaction* dan *Customer Satisfaction* berpengaruh terhadap *Loyalty*. Sedangkan, *Efficiency, Reliability, Security* tidak berpengaruh terhadap *Customer Satisfaction*.

Kata Kunci: *Efficiency, Reliability, Security, Customer Satisfaction, Loyalty*

ABSTRACT

This study aims to test and analyze the effect of Responsiveness, Efficiency, Reliability, Security, on Customer Satisfaction and Loyalty Using the Livin by Mandiri Application on Bank Mandiri KCP Depok 1 Customers. Primary data collection was carried out for 1 month using a research sample of 99 respondents. This study used a descriptive research design approach with empirical data collected through online surveys. Empirical data is then processed using the Structural Equation Modeling approach to test a number of hypotheses proposed.

The results of this study Responsiveness affects Customer Satisfaction and Customer Satisfaction affects Loyalty. Meanwhile, Efficiency, Reliability, Security does not affect Customer Satisfaction.

Key Word: *Efficiency, Reliability, Security, Customer Satisfaction, Loyalty*