ANALYSIS OF CUSTOMERS SATISFACTION OF INTERNET BANKING USING STRUCTURAL EQUATION MODELLING METHOD
(STUDY CASE : BANK X IN MADIUN)

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Abstract
Internet banking is one of bank services that customers are able to obtain information, communicate and conduct of banking transactions through the internet, and it is not only bank that hold the banking services via internet. Service Quality becomes a very determining factor in the success of banking business. Measuring customer satisfaction is very beneficial for the company in order to evaluate the company today compared with the competitors and end users as well as discover which parts that need improvement. This study aims to examine and analyze what variable is most influential on the internet banking service quality and how the relationship between service quality and satisfaction of internet banking customer. The analysis is used Structural Equation Modelling, it is statistical analysis technique that combines some aspects contained in the path analysis and confirmatory factor analysis to estimate several equations simultaneously. Based on the analysis conducted, found that the variable Reliability ($X_5$) has the greatest influence on the latent variable Quality of Service with the largest loading value 0.989 and Service Quality has significant positive influence on Satisfaction.

Keyword : Structural Equation Modeling, Internet Banking Service Quality, Satisfaction