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FACTORS THAT AFFECTING CUSTOMER'S SATISFACTION IN GENERATION X AND Y FOR USING INTERNET BANKING

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ABSTRACT

Nowadays, internet banking become one of the most important thing tools to support every financial matters in daily life. The aim of this research is to find what factors would satisfy the customers for using internet banking so they would use it for daily using and supporting the financial transaction.

This research was using double regression method. The choosing sample technique was probability sampling. It is a sampling technique which give equal chance to each population element to be chosen as the sample members. There are 500 samples which all of them are customers from five selected Banks which are Bank Rakyat Indonesia, Bank Negara Indonesia, Bank Mandiri, Bank Central Asia, dan Bank CIMB Niaga.

The result of this research shows that two kinds of generation which are generation x and y have a significant differences from perspectives. Generation x are mre concern to variable of trust, usefulness, and security. Otherwise, generation y are more concern to variable website design, trust, and usefulness.

Keywords : *Customer's satisfaction, internet banking, website design, trust, usefulness, security*