

ABSTRACT

The Effect Of Electronic Service Quality On Brand Trust Through Brand Communication, Brand Attitude And Customer Satisfaction (Case at Bank BRI Purwakarta Regancy)

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The digitalization process and the times have required many banking companies to adapt in developing marketing strategies that are in line with the characteristics of today's customers. This research is based on the emergence of customer dissatisfaction with banking companies because in the process of digital services provided by banks it is not in accordance with what is expected by customers, thus triggering a loss of customer trust in banking companies. In order to fulfill customer trust, banks must determine what factors can support this from time to time. The purpose of this study is to analyze the effect of Electronic Service Quality on Brand Trust through Brand Communication, Brand Attitude, and Customer Satisfaction. The study was designed using a survey method by distributing questionnaires to BRI bank customers who use digital services in Purwakarta district with non-probability sampling technique. The analytical tool used is Structural Equation Modeling (SEM). The results show that Electronic Service Quality has an influence on Brand Communication, Electronic Service Quality has an influence on Brand Attitude, Brand Attitude has an influence on Customer Satisfaction, and Customer Satisfaction has an influence on Brand Trust.

Keywords: *Electronic Service Quality, Brand Communication, Brand Attitude, Customer Satisfaction, Brand Trust.*

ABSTRAK

PENGARUH *ELECTRONIC SERVICE QUALITY* TERHADAP *BRAND TRUST* MELALUI *BRAND COMMUNICATION*, *BRAND ATTITUDE* DAN *CUSTOMER SATISFACTION* (Kasus Pada Bank BRI Kabupaten Purwakarta)

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Proses digitalisasi dan perkembangan zaman mengharuskan banyak perusahaan perbankan untuk beradaptasi dalam menyusun strategi pemasaran yang sesuai dengan karakteristik nasabah saat ini. Penelitian ini didasarkan pada munculnya ketidakpuasan nasabah terhadap perusahaan perbankan karena dalam proses pelayanan digital yang diberikan perbankan tidak sesuai dengan apa yang diharapkan oleh nasabah, sehingga memicu hilangnya kepercayaan nasabah terhadap perusahaan perbankan. Dalam rangka memenuhi kepercayaan nasabah, perbankan harus menentukan faktor apa saja yang dapat mendukung hal tersebut dari masa ke masa. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Electronic Service Quality* terhadap *Brand Trust* melalui *Brand Communication*, *Brand Attitude*, dan *Customer Satisfaction*. Penelitian dirancang menggunakan metode survey dengan menyebarkan kuesioner kepada nasabah bank BRI yang menggunakan layanan digital di Kabupaten Purwakarta dengan Teknik *non-probability sampling*. Alat analisis yang digunakan adalah *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan *Electronic Service Quality* memiliki pengaruh terhadap *Brand Communication*, *Electronic Service Quality* memiliki pengaruh terhadap *Brand Attitude*, *Brand Attitude* memiliki pengaruh terhadap *Customer Satisfaction*, dan *Customer Satisfaction* memiliki pengaruh terhadap *Brand Trust*.

Kata Kunci : *Electronic Service Quality*, *Brand Communication*, *Brand Attitude*, *Customer Satisfaction*, *Brand Trust*.