

ABSTRACT

The internet is increasingly developing in the world in the digital era, modern life has become easier thanks to the great contribution of technology and the internet for communication and sharing information, with the increasing development of technology many sectors are making use of technology and information in various fields such as online selling facilities, academics, information media, and banking. In the banking process, the development of the internet provides convenience for the public without having to queue long at the bank or having to go to an ATM to make transactions. With the increasingly sophisticated development of the internet, it provides much easier access for the public. The increasing number of internet users has an impact on changing people's transaction behavior to become more digital. With this, people prefer digital-based banking services compared to conventional offices. The aim of this research is to measure service quality and level of consumer satisfaction based on the servqual dimensions that have been implemented by Livin By'Mandiri Mobile Banking for Livin By'Mandiri Mobile Banking application users.

The method used in this research is a quantitative method, the data needed is primary and secondary data with data collection techniques through interviews, questionnaires, observations involving 244 respondents.

Keywords: *Customer Satisfaction, Service Quality, Customer Loyalty*