THE INFLUENCE OF MOBILE BANKING SERVICES QUALITY, E-SATISFACTION AND E-TRUST TOWARD CUSTOMERS' LOYALTY OF BANKING COMPANIES IN PURWOKERTO



MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
2016

THE INFLUENCE OF MOBILE BANKING SERVICES QUALITY, E-SATISFACTION AND E-TRUST TOWARD CUSTOMERS' LOYALTY OF BANKING COMPANIES IN PURWOKERTO

THESIS

Prepared as one of the requirements to obtain bachelors degree of economic in Faculty of Economic and Business, Jenderal Soedirman University



MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION

JENDERAL SOEDIRMAN UNIVERSITY

FACULTY OF ECONOMICS AND BUSINESS

PURWOKERTO

2016