

Defining Service Quality Of BRI Merchant Application Using Importance Performance Analysis = Mendefinisikan Kualitas Layanan Aplikasi BRI Merchant Menggunakan Importance Performance Analysis

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Abstrak

Covid-19 telah melanda dunia dan tentunya mengubah kebiasaan masyarakat, termasuk mempercepat adopsi transaksi cashless payment khususnya di Indonesia. Ini memang menjadi momentum bagi perusahaan Financial Technology dan Bank Konvensional untuk bersaing. Tesis ini akan fokus pada Industri Pembayaran Digital di Indonesia, khususnya pada bisnis acquiring merchant acceptance yang berperan signifikan sebagai katalisator cashless payment. Penelitian ini juga didasarkan pada penelitian tentang service quality, business model canvas, dan pentingnya analisis kinerja untuk aplikasi BRImerchant. Penelitian ini bertujuan untuk menentukan strategi kualitas pelayanan aplikasi BRImerchant menggunakan importance performance analysis.

.....Covid-19 has hit the world and has undoubtedly changed people's habits, including fastening the adoption of Cashless Payment transactions, especially in Indonesia. This is indeed momentum for Financial Technology companies and Conventional Banks to compete. This Thesis will focus on the Digital Payment Industry in Indonesia, especially on Acquiring Merchant Acceptance Businesses that hold a significant role as catalysator of Cashless Payment. This research is also based on research regarding service quality, business model canvas, and the importance of performance analysis for BRImerchant Applications. This study aims to define the service quality strategy for BRImerchant applications using importance performance analysis.