

ABSTRACT

The Influence of Digital Marketing Strategies on Easy Wadiah Savings Product Towards Saving Interest at PT. Bank Syariah Indonesia Tbk. (Survey Study on Students of the Faculty of Economics, Siliwangi University)

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The low level of saving interest among students in the Easy Wadiah savings product at PT Bank Syariah Indonesia Tbk (BSI) prompted this research, considering that BSI has implemented various digital marketing strategies. This study aims to determine the extent to which digital marketing strategies influence students' interest in saving, particularly within the Faculty of Economics and Business at Siliwangi University. A quantitative approach with explanatory research methods was employed, with data collected through questionnaires distributed to 34 respondents who are users of the Easy Wadiah savings product, and analyzed using simple linear regression. The results indicate that digital marketing strategies significantly influence students' saving interest, with an R-Square value of 0.553, meaning 55.3% of the variation in saving interest can be explained by digital marketing strategies. The study concludes that digital marketing strategies—particularly SEO optimization and social media—play an important role in increasing students' interest in saving through BSI's Easy Wadiah product.

Keywords: *Digital Marketing, Saving Interest, Bank Syariah Indonesia, Easy Wadiah, Students*