

ABSTRACT

**THE INFLUENCE OF DIGITAL MARKETING ON TAPLUS MUDA
CUSTOMER SATISFACTION AT PT. BANK NEGARA INDONESIA
(Persero) Tbk. BRANCH OFFICE OF SILIWANGI UNIVERSITY (Survey on
D-3 Banking and Finance Students, Faculty of Economics and Business,
Siliwangi University)**

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This study aims to analyze the influence of digital marketing on Taplus Muda consumer satisfaction at PT. Bank Negara Indonesia (Persero) Tbk. Siliwangi University Branch Office. The method used is quantitative with purposive sampling technique, where the respondents in this study were 85 Active Students of the D-3 Banking and Finance Department, Faculty of Economics and Business, Siliwangi University. The research instrument is a questionnaire that has been tested for validity and reliability. The data analysis technique uses simple linear regression to measure the influence between digital marketing variables (X) on consumer satisfaction (Y). The results of the analysis show that digital marketing has a significant effect on consumer satisfaction, with a regression coefficient value of 0.582 and a significance value of $p < 0.001$. The R Square value of 0.492 indicates that 49.2% of the variation in consumer satisfaction can be explained by digital marketing variables. This finding confirms that the effectiveness of digital marketing plays an important role in increasing consumer satisfaction, so that digital marketing strategies that are innovative, informative, and relevant to the needs of the younger generation need to be continuously developed by BNI.

Keywords: Digital Marketing, Customer Satisfaction, Taplus Muda BNI