

ABSTRACT

The Effect of Social Media Marketing on Customers' Intention to Open a Bank Account Through the BRImo Application at PT Bank Rakyat Indonesia (Persero) Tbk.

(A Case Study of Active Students of the Diploma III Banking and Finance Department, Faculty of Economics and Business, Universitas Siliwangi, Class of 2024)

By:

Fahmi Fajar Anugrah

NPM. 23404192

Guide 1: Agi Rosyadi, S.E., M.M.

Guide 2: Yuyun Yuniasih, S.E., M.Si.

This study aims to determine the effect of Social Media Marketing on customers' interest in opening an account through the BRImo application at PT Bank Rakyat Indonesia (Persero) Tbk., with a case study of active students of the D-3 Banking and Finance Department, Faculty of Economics and Business, Universitas Siliwangi, Class of 2024. This study employed a quantitative approach using a verification survey method. The study population consisted of 161 students, while the sample size was determined using the Slovin formula with a 10% margin of error, resulting in 62 respondents. The sampling technique used was Non-Probability Sampling with the Purposive Sampling method. Data were collected through questionnaires using a Likert scale and analyzed using simple linear regression with IBM SPSS Statistics version 27. The results showed that the Social Media Marketing variable and customers' interest in opening an account through the BRImo application were both categorized as good. The hypothesis testing indicated that Social Media Marketing had a positive and significant effect on customers' interest in opening an account through the BRImo application, with a t_{count} value of 14.194 and a significance value of < 0.001 . The coefficient of determination test showed an R Square value of 0.771, indicating that Social Media Marketing contributed 77.1% to customers' interest in opening an account through the BRImo application, while the remaining 22.9% was influenced by other factors beyond the scope of this study.

Keywords: *Social Media Marketing, Customer Interest, Account Opening, BRImo.*

ABSTRAK

**PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP MINAT NASABAH DALAM MEMBUKA REKENING MELALUI APLIKASI *BRIMO* PADA PT. BANK RAKYAT INDONESIA (PERSERO) Tbk.
(Studi Kasus pada Mahasiswa Aktif Jurusan D-3 Perbankan dan Keuangan
Fakultas Ekonomi dan Bisnis Universitas Siliwangi Angkatan 2024)**

Oleh:

Fahmi Fajar Anugrah

NPM. 233404115

Pembimbing 1: Agi Rosyadi, S.E., M.M.

Pembimbing 2: Yuyun Yuniasih, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing* terhadap minat nasabah membuka rekening melalui aplikasi BRImo pada PT Bank Rakyat Indonesia (Persero) Tbk. dengan studi kasus pada Mahasiswa Aktif Jurusan D-3 Perbankan dan Keuangan Fakultas Ekonomi dan Bisnis Universitas Siliwangi Angkatan 2024. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survei verifikatif. Populasi penelitian berjumlah 161 mahasiswa, sedangkan penentuan sampel menggunakan rumus Slovin dengan tingkat kesalahan 10% sehingga diperoleh 62 responden. Teknik pengambilan sampel menggunakan *Non-Probability Sampling* dengan metode *Purposive Sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan analisis regresi linear sederhana dengan bantuan IBM SPSS Statistics versi 27. Hasil penelitian menunjukkan bahwa variabel *Social Media Marketing* dan minat nasabah membuka rekening melalui aplikasi BRImo berada pada kategori baik. Hasil uji hipotesis menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap minat nasabah membuka rekening melalui aplikasi BRImo, dengan nilai t_{hitung} sebesar 14,194 dan nilai signifikansi $< 0,001$. Hasil uji koefisien determinasi menunjukkan nilai R Square sebesar 0,771, yang berarti *Social Media Marketing* memberikan pengaruh sebesar 77,1% terhadap minat nasabah membuka rekening melalui aplikasi BRImo, sedangkan 22,9% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Social Media Marketing*, Minat Nasabah, Pembukaan Rekening BRImo.