

ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING OF GOLD SAVINGS PRODUCTS ON CUSTOMER TRUST IN PT. BANK RAKYAT INDONESIA Tbk SINGAPARNA BRANCH OFFICE

By:

Nazla Naila Assharina

NPM 233404181

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

Guide II : Dr. Annas Syams Rizal Fahmi S.E.I., M.E.

This study aims to determine the influence of digital marketing for the Gold Savings product on customer trust at PT Bank Rakyat Indonesia Tbk, Singaparna Branch. A quantitative method with a descriptive approach was employed. The study population consisted of all customers using the Gold Savings product at the Singaparna Branch of PT Bank Rakyat Indonesia Tbk. Purposive sampling was used to select a sample of 72 respondents. Data collection involved observation, interviews, and questionnaires. Data analysis techniques included descriptive analysis, the coefficient of determination, and the t-test. The results indicate that digital marketing for the Gold Savings product falls into the "very good" category, while customer trust falls into the "good" category. The t-test yielded a calculated t-value of 14,205 with a significance level of 0.000 (< 0.05), demonstrating that digital marketing has a positive and significant effect on customer trust. The coefficient of determination (R^2) of 0,742 indicates that digital marketing explains 74,2%, of the variance in customer trust, while the remaining 25.8% is influenced by factors outside the scope of this study. Consequently, it is recommended that PT Bank Rakyat Indonesia Tbk, Singaparna Branch, continue to enhance its digital marketing strategies to strengthen customer trust, while future research should consider incorporating additional variables that may influence customer trust

Keywords: *Digital Marketing, Gold Savings, Customer Trust.*