

## **ABSTRACT**

### **THE INFLUENCE OF DIGITAL MARKETING ON CUSTOMER INTEREST IN USING THE WONDR BY BNI APPLICATION (A Case Study of Customers of PT Bank Negara Indonesia (Persero) Tbk, Tasikmalaya Branch Office)**

By:

**Raihan Ajril Muhammad**

NPM 223404029

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

Guide II : Ageng Asmara Sani, S.E.I., M.E.

*This study aims to analyze digital marketing, customer interest in using the Wondr by BNI application, and the influence of digital marketing on customer interest at PT Bank Negara Indonesia (Persero) Tbk, Tasikmalaya Branch Office. The research employed a quantitative approach with a verification method. The population consisted of 31,041 customers, while the sample of 100 respondents was determined using the Slovin formula and purposive sampling technique. Data were collected through questionnaires and analyzed using validity and reliability tests, classical assumption tests, simple linear regression analysis, t-test, and coefficient of determination ( $R^2$ ) with IBM SPSS Statistics Version 25. The results show that digital marketing is categorized as good, with an average score of 4.03, while customer interest in using the Wondr by BNI application is also categorized as good, with an average score of 4.11. The hypothesis test indicates that digital marketing has a positive and significant effect on customer interest, with a t-value of 13.128 greater than the t-table value of 1.984 and a significance value of 0.000 less than 0.05. The coefficient of determination ( $R^2$ ) of 0.638 indicates that digital marketing contributes 63.8% to customer interest, while the remaining 36.2% is influenced by other factors outside this study. Therefore, improving digital marketing implementation can increase customer interest in using the Wondr by BNI application.*

**Keywords:** Digital Marketing, Customer Interest, Wondr by BNI, Digital Banking.