

ABSTRACT

Linda Ariyani. 2023. **"The Influence of Social Media Promotion on the Decision Making to Become a Customer of Islamic Banks in Lamongan Regency."** Undergraduate Thesis. Universitas Islam Lamongan.

The research is entitled "The Influence of Social Media Promotion on the Decision Making to Become a Customer of Islamic Banks in Lamongan Regency." The advancement of information technology has become one of the considerations for people in fulfilling their needs. The ease and quality offered by technological advancements have been seen as advantageous and favorable by society. Technology facilitates the marketing of goods; one example is Bank Madinah, which offers various savings products such as Siberkah savings, Qordiyu savings, Simple IB savings, Tarbiyah savings, Al-Madinah savings, Al-Arofah savings, and others. Bank Madinah also provides financing products, including Murabahah financing, Mudharabah financing, Musyarakah financing, Ijarah financing, and multi-service ijarah. To attract the interest of the public to become customers, Bank Madinah markets its products using social media platforms such as the website, Instagram, WhatsApp, and Facebook. This research aims to determine the influence of social media promotion on the decision-making process of becoming a customer of Bank Madinah in Lamongan and the extent of that influence. The research method used is quantitative, with data collected through observation, questionnaires, and Likert scales. The sample consists of 92 individuals from the total population of 1300 recorded individuals. To analyze the data, the researchers conducted coefficient of determination tests and t-tests, preceded by validity and reliability tests. The results of the hypothesis test for the variable of social media promotion obtained a significance value of 0.000, which is smaller than 0.10. The regression coefficient is 1.106, indicating that the social media promotion variable has a positive and significant effect on the decision-making process of becoming a customer of Bank Madinah in Lamongan. The coefficient of determination test resulted in a value of 0.644, indicating that the social media promotion variable influences the decision-making variable by 64.4%, while the remaining 35.6% is influenced by other variables aside from social media promotion.

Keywords: Promotion of social media, Decision Making, Customers.

ABSTRAK

Linda Ariyani. 2023. **“Pengaruh Promosi Sosial Media Terhadap Pengambilan Keputusan Menjadi Nasabah di Bank Syariah di Kabupaten Lamongan”**. Skripsi. Universitas Islam Lamongan.

Penelitian ini berjudul Pengaruh Promosi Sosial Media Terhadap Pengambilan Keputusan Menjadi Nasabah di Bank Syariah di Kabupaten Lamongan. Kemajuan teknologi informasi menjadi salah satu pertimbangan masyarakat dalam memenuhi kebutuhannya. Kemudahan serta kualitas yang di tawarkan oleh kemajuan teknologi informasi menjadi nilai plus dan baik di mata masyarakat. Teknologi mempermudah memasarkan barang salah satu contoh adalah Bank Madinah memiliki produk simpanan bank yaitu, tabungan siberkah, tabungan Qordiyu, tabungan simpel IB, tabungan tarbiyah, tabungan Al-madinah, tabungan al Arofah dan tabungan lainnya. Bank Madinah juga juga memiliki produk pembiayaan di antaranya pembiayaan Murabahah, pembiayaan Mudharabah, pembiayaan Musyarakah, pembiayaan Ijarah dan ijarah multi jasa. Oleh karena itu Bank Madinah memasarkan produknya menggunakan sosial media seperti website, Instagram, whatshap serta facebook untuk menarik minat masyarakat bergabung menjadi nasabahnya. Penelitian ini bertujuan untuk mengetahui pengaruh promosi sosial media terhadap pengambilan keputusan menjadi nasabah di Bank Madinah Lamongan dan seberapa besar pengaruh tersebut. Metode yang digunakan adalah kuantitatif dengan teknik pengumpulan data observasi, kuesioner dan skala likert. Sampel dalam penelitian ini sebanyak 92 orang dari 1300 populasi yang terdata. Untuk menganalisis data dilakukan uji koefisien determinasi dan uji t dengan melakukan uji validitas dan uji reliabilitas terlebih dahulu. Hasil penelitian menunjukkan bahwa hasil uji hipotesis variabel promosi sosial media diperoleh nilai signifikansi sebesar 0,000 dimana lebih kecil dari 0,10 dengan koefisien regresi bernilai positif sebesar 1,106 sehingga dapat dinyatakan bahwa variabel promosi sosial media berpengaruh positif dan signifikan terhadap pengambilan keputusan menjadi nasabah di Bank Madinah Lamongan. Hasil uji koefisien determinasi diperoleh nilai sebesar 0,644 yang berarti variabel promosi sosial media memberikan pengaruh sebesar 64,4% terhadap variabel pengambilan keputusan dan sisanya sebesar 35,6% dipengaruhi variabel lain selain variabel promosi sosial media.

Kata Kunci: Promosi sosial media, Pengambilan Keputusan, Nasabah.