

ABSTRACT

The digital era encourages banks to continue to develop digital banking services such as mobile banking applications. The digital age has also changed the way companies do marketing. One of them is the use of social media which is considered to be the most effective and efficient media in marketing. The purpose of this study was to examine the effect of viral marketing through social media on the intention to use the Bank Syariah Mandiri mobile banking application. The research model consists of variables of information quantity, quality of argument, source credibility, perceived ease of use, perceived usefulness, attitudes toward use, and intention to use.

This research is a quantitative study with sampling using the purposive sampling technique. The sample size was 304 respondents. The data collection technique in this research uses a questionnaire that is distributed online with the criteria that the respondent has the Mandiri Syariah Mobile Banking application and has at least two social media.

Methods of data analysis using Structural Equation Modeling (SEM) with AMOS 26 applications. The findings of this study indicate that the three dimensions of viral marketing, namely the quantity of information, the quality of the arguments, and the credibility of the source have a positive influence on intention to use through perceived ease of use, perceived usefulness, and attitudes toward use.

Keywords: *Viral Marketing, Social Media, Quantity of Information, Quality of Arguments, Source Credibility, Perceived Ease of Use, Perceived Usability, Attitudes Toward Use, and Intention to Use.*