

INTISARI

Penelitian ini bertujuan untuk menganalisis peran *brand awareness* dalam memediasi pengaruh *social media marketing* dan *electronic word of mouth (E-WOM)* terhadap minat penggunaan BYOND by BSI pada mahasiswa Daerah Istimewa Yogyakarta. Teknik pengumpulan data primer pada penelitian ini melalui penyebaran kuesioner daring. Kuesioner tersebut disebarikan kepada mahasiswa muslim yang tersebar di beberapa perguruan tinggi Daerah Istimewa Yogyakarta. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden dengan menerapkan teknik *purposive sampling*. Metode yang digunakan dalam penelitian ini adalah Structural Equation Modeling- Partial Least Squares (SEM-PLS) dengan menggunakan *software* SmartPLS V.4.1.1.1. Berdasarkan pengujian yang dilakukan, hasil penelitian menunjukkan bahwa variabel *social media marketing* tidak berpengaruh langsung secara signifikan terhadap *brand awareness*. Sebaliknya, *E-WOM* berpengaruh langsung secara signifikan terhadap *brand awareness* pada mahasiswa di Daerah Istimewa Yogyakarta. Kemudian variabel *brand awareness* dan *social media marketing* terindikasi berpengaruh langsung secara signifikan terhadap minat penggunaan BYOND by BSI pada mahasiswa DIY. Berbeda dengan *E-WOM* tidak berpengaruh langsung secara signifikan terhadap minat penggunaan aplikasi perbankan yang dimaksud. Adapun terkait variabel intervening *brand awareness* tidak memediasi hubungan di antara *social media marketing* dan minat penggunaan. Namun, variabel *brand awareness* tersebut memediasi penuh dalam hubungan variabel *E-WOM* dan minat penggunaan BYOND by BSI pada mahasiswa Daerah Istimewa Yogyakarta.

Kata kunci: Brand Awareness, Social Media Marketing, Electronic Word of Mouth, Minat Penggunaan

ABSTRACT

This research aims to analyze the role of brand awareness in mediating the influence of social media marketing and electronic word of mouth (E-WOM) on the interest in using BYOND by BSI among students in the Special Region of Yogyakarta (Daerah Istimewa Yogyakarta). The primary data collection technique in this study was through the distribution of online questionnaires. The questionnaire was distributed to Muslim students spread across several universities in the Special Region of Yogyakarta (Daerah Istimewa Yogyakarta). The number of samples used in this study was 100 respondents, applying the purposive sampling technique. The method used in this research is Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS V.4.1.1.1 software. Based on the tests conducted, the research results showed that the social media marketing variable does not have a significant direct effect on brand awareness. On the contrary, E-WOM has a significant direct effect on brand awareness among students in the Special Region of Yogyakarta (Daerah Istimewa Yogyakarta). Then, the variables of brand awareness and social media marketing are indicated to have a significant direct effect on the interest in using BYOND by BSI among students in the Special Region of Yogyakarta (Daerah Istimewa Yogyakarta). Unlike E-WOM, it does not have a significant direct effect on the interest in using the specified banking application. As for the intervening variable, brand awareness, it does not mediate the relationship between social media marketing and usage interest. However, the brand awareness variable fully mediates the relationship between the E-WOM variable and the interest in using BYOND by BSI among students in the Special Region of Yogyakarta (Daerah Istimewa Yogyakarta).

Keywords: *Brand Awareness, Social Media Marketing, Electronic Word of Mouth, Usage Interest*