

ABSTRAK

Strategi Promosi *word of mouth*, *Brand Image*, dan Sosial Media, berperan penting dalam memengaruhi minat nasabah melalui komunikasi efektif, persepsi positif, dan interaksi langsung. Penelitian ini mengambil Bank Syariah Indonesia KC Palembang Sukodadi sebagai objek karena kemampuannya menerapkan prinsip syariah dengan teknologi modern. Dengan menganalisis faktor-faktor tersebut, penelitian ini diharapkan dapat berkontribusi pada pengembangan Theory of Planned Behavior (TPB) dan memberikan rekomendasi praktis bagi perbankan syariah dalam meningkatkan strategi pemasaran. Penelitian ini dilakukan menggunakan metode kuantitatif dengan menggunakan SPSS versi 26 dan jumlah responden sebanyak 100 orang yang merupakan nasabah di BSI KC Palembang Sukodadi, yang kemudian dianalisis menggunakan Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Analisis Regresi Linear Berganda dan Pengujian Hipotesis menggunakan Uji T dan Uji F. Berdasarkan hasil penelitian, dapat disimpulkan bahwa: (1) Strategi Promosi Word of Mouth memiliki pengaruh positif dan signifikan terhadap Minat Nasabah, (2) Brand Image memiliki pengaruh positif dan signifikan terhadap Minat Nasabah, (3) Sosial Media berpengaruh positif signifikan terhadap Minat Nasabah.

Kata Kunci : *Brand Image* , Minat Nasabah , Strategi Promosi *Word of Mouth* dan Sosial Media

ABSTRACT

Promotion strategies word of mouth, brand image, and social media, play an important role in influencing consumer decisions through effective communication, positive perception, and direct interaction. This study took Bank Syariah Indonesia KC Palembang Sukodadi as the subject because of its ability to apply sharia principles with modern technology. By analyzing these factors, this study is expected to contribute to the development of the Theory of Planned Behavior (TPB) and provide practical recommendations for sharia banking in improving marketing strategies. This research was conducted using a quantitative method using the SPSS version 26 program and the number of respondents was 100 people who were customers of Bank Syariah Indonesia KC Palembang Sukodadi which were then analyzed using Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis and Hypothesis Test using T Test and F Test. Based on the research results, it can be concluded that: (1) Word of Mouth Promotion Strategy has a positive and significant effect on Customer Interest, (2) Brand Image has a positive and significant effect on Customer Interest, (3) Social Media has a significant positive effect on Customer Interest.

Keywords: Brand Image , Customer Interest , Social Media and Word of Mouth Promotion Strategy