INCREASED CUSTOMER SATISFACTION USING DIGITAL MARKETING IMPLEMENTATION IN THE BANKING INDUSTRY IMAGE

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ABSTRACT. *Digital technology has spread throughout the planet. The banking industry is one that is intimately tied to this technology. The National Private Business Bank (BUSN) employs a variety of digital marketing strategies. One method is to use websites and social media. This study employs a management science method to assess the importance of digital marketing in enhancing customer satisfaction and its influence on banking image. This study use descriptive research methodologies using sample of 140 respondents, with this analysis employing Chou and Bentler's theory. Finally, the research findings indicate that Digital Marketing Implementation at BUSN has been carried out quite well; in this study, customers at BUSN are satisfied, and the Banking Image at National Private Business Banks (BUSN) has been well obtained. In this study, it is also discovered that Digital Marketing has an impact on Customer Satisfaction at National Private Business Banks (BUSN), with a magnitude of 72.7%. Furthermore, there is a 21.8% effect of Digital Marketing in this study on Banking Image at National Private Business Banks (BUSN), and it is known that there is an effect of Customer Satisfaction on Banking Image at National Private Business Banks (BUSN), with a magnitude of influence of 22.9%, there is an effect of Digital Marketing on Customer Satisfaction, and its Impact on Banking Image at National Private Business Banks (BUSN), with a simultaneous influence of 83.1%, and the remaining 16.9% is influenced by factors other than the research variables.*

Keywords: Digital Marketing Implementation; Customer Satisfaction; Banking Image

PENINGKATAN KEPUASAN PELANGGAN MENGGUNAKAN IMPLEMENTASI PEMASARAN DIGITAL PADA CITRA INDUSTRI PERBANKAN

ABSTRAK. Teknologi digital telah merambah di seluruh dunia. Salah satu sektor yang erat kaitannya dengan teknologi ini adalah sektor perbankan. Bank Usaha Swasta Nasional (BUSN) melakukan beberapa cara pemasaran digital. Salah satu cara yang digunakan adalah melalui situs web dan media sosial. Penelitian ini menggunakan pendekatan ilmu manajemen yang mengukur seberapa besar peranan Pemasaran Digital untuk meningkatkan kepuasan pelanggan serta bagaimana dampak pada citra perbankan. Penelitian ini menggunakan metode penelitian deskriptif dan diverifikasi oleh sampel 140 responden, yang mana analisis ini menggunakan teori Chou dan Bentler. Pada akhirnya, hasil penelitian menunjukkan bahwa Implementasi Digital Marketing pada Bank Usaha Swasta Nasional (BUSN) telah dilakukan dengan Cukup Baik, pada penelitian ini Nasabah pada Bank Usaha Swasta Nasional (BUSN) merasa Puas, sementara pada Citra Perbankan pada Bank Usaha Swasta Nasional (BUSN) telah diperoleh dengan Baik. Pada penelitian ini juga diketahui adanya pengaruh dari Digital Marketing terhadap Kepuasan Nasabah pada Bank Usaha Swasta Nasional (BUSN), dengan besarnya pengaruh tersebut adalah 72,7%. Selain itu juga terdapat pengaruh Digital Marketing pada penelitian ini tehadap Citra Perbankan pada Bank Usaha Swasta Nasional (BUSN), dengan besar pengaruh sebesar 21,8%,serta diketahui terdapat pengaruh Kepuasan Nasabah terhadap Citra Perbankan pada Bank Usaha Swasta Nasional (BUSN), dengan besarnya pengaruh sebesar 22,9%, terdapat pengaruh Digital Marketing terhadap Kepuasan Nasabah, dan Dampaknya Terhadap Citra Perbankan pada Bank Usaha Swasta Nasional (BUSN), dengan besarnya pengaruh simultan sebesar 83,1%, sisanya sebesar 16,9% dipengaruhi oleh faktor lain diluar variabel penelitian.
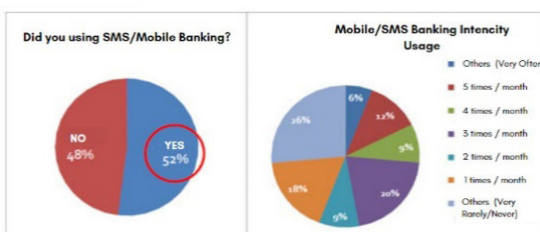
Kata kunci: Implementasi Pemasaran Digital; Kepuasan Pelanggan; Citra Perbankan.

INTRODUCTION

Face the global economy, National Private Commercial Banks are starting to innovate to produce digital products such as *E-Banking*, SMS Banking, Mobile Banking as well as social media activities such as Twitter, Youtube, Instagram and Websites, to meet customer needs and provide fast service, This can be seen from Figure 1 below:

The Picture is impacted by both parts of human sentiments or emotions and external inputs (information). It is crucial for businesses to have

Source: Sharing Vision Retail E-Chanel Survey
Figure 1. SMS/Mobile Banking Service User Data

a positive reputation since it will have a variety of advantages. Businesses with a positive reputation or image will encourage customers to purchase their goods, boost their capacity to compete, boost employee morale, and build customer loyalty. (Istijanto, 2005, 185).

However, the banking image of National Private Commercial Banks has not recovered properly, as can be seen from one of the indicators, namely Asset Table 1 below:

Table 1. Ranking List of Total Banking Assets for 2020

No	Bank	Asset
1	PT Bank Rakyat Indonesia (Persero) Tbk	1.511,80 trillion
2	PT Bank Mandiri (Persero) Tbk	1.429,33 trillion
3	**PT Bank Central Asia Tbk**	1.075,57 trillion
4	PT Bank Negara Indonesia (Persero) Tbk	891,34 trillion
5	PT Bank Tabungan Negara (Persero) Tbk	361,21 trillion
6	**PT Bank CIMB Niaga Tbk**	280,94 trillion
7	PT Bank OCBC NISP Tbk	206,30 trillion
8	PT Bank Panin Tbk	216,59 trillion
9	**PT Bank Danamon Tbk**	200,89 trillion
10	**PT Bank Tabungan Pensiunan Nasional Tbk**	183,16 trillion

Source: www.idx.co.id in 2020

Only PT Bank Central Asia Tbk is at position 3 behind PT Bank Rakyat Indonesia (Persero) Tbk and PT Bank Mandiri, according to the list of assets held by National Private Commercial Banks (Persero). Other National Private Commercial Banks, specifically: Bank Mega isn't included in the ranking, although PT Bank CIMB Niaga Tbk, PT Bank Danamon Tbk, and PT Bank Tabungan Pensiunan Nasional, Tbk are in positions 9 and 10, respectively.

As seen by the transaction value of users of digital banking, not all consumers of national private commercial banks are satisfied. As illustrated in Figure 2 below, BCA is in position 3 behind BRI and Mandiri, BTPN is in position 4, CIMB Niaga is in position 6, Bank Mega is in position 7, and Bank Danamon is in position 8:

To evaluate internal online activity, Key Performance Indicators (KPI) are employed, according to Smith and Chaffey (2013) These characteristics are broken down into 5 categories by us as researchers: website engagement, conversion rates to various goals, social engagement, clickthrough rates, and duration.

1. **Website Engagement** how many users register when they visit the website. According to the engagement website, PT Bank Danamon Tbk, a National Private Commercial Bank.

Based on the Engagement Website, it is known that 285.17 million people visited the PT Bank Danamon Tbk website, with each visit lasting an

average of 4 minutes 48 seconds. With a bounce rate of 56.53%. the average number of pages visited is 5.15.
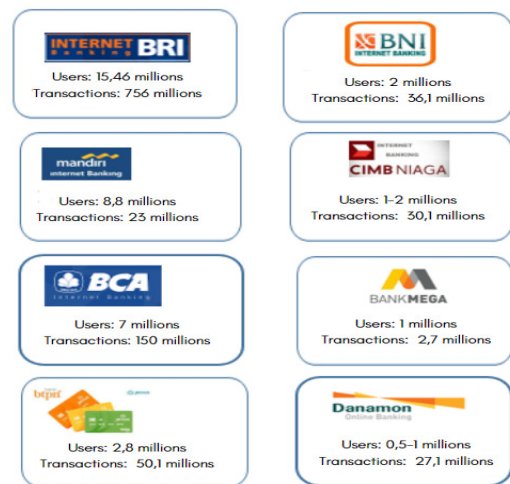
Source: Processed from various sources (media and financial reports).
Figure 2. Internet Banking Users June 2020

Digital Marketing information and similar Online search results for PT Bank Tabungan Pensiunan Nasional, Tbk (16 March 2021).

According to Website Engagement, 106.26K people visited the PT Bank Tabungan Pensiunan Nasional, Tbk website, with each visit lasting an average of 1 minute and 31 seconds. With a bounce rate of 38.17%, the average number of pages visited each session is 3.17.

Search results from SimilarWeb and statistics from PT Bank Central Asia Tbk's digital marketing (16 March 2021).

According to Website Engagement, 3.58 million people have visited the PT Bank Central Asia Tbk website, with each visit lasting an average of 4 minutes and 16 seconds. With a bounce rate of 66.48%, users visit 4.04 pages on average before leaving the site.

Comparable Internet search results and statistics from PT Bank Mega Tbk Digital Marketing (16 March 2021).

According to Website Interaction, 144.20K people visited the PT Bank Mega Tbk website, with each visit lasting an average of 3 minutes and 53 seconds. The average number of pages visited each session was 5.92, and the bounce rate was 37.53%.

Search results from SimilarWeb and statistics from PT Bank CIMB Niaga Tbk's digital marketing (16 March 2021).

According to Website Engagement, 979,67K people visited the PT Bank CIMB Niaga Tbk website, with each visit lasting an average of 3 minutes, 49 seconds. With a bounce rate of 55.57%, users typically browse 4.15 pages before leaving the site.

2. Conversion Rate measures how much interest visitors have in interacting with the website, similar online search results, and statistics from digital marketing for national private commercial banks (16 March 2021).

According to the conversion rate graph, PT Bank Danamon Tbk still has a large number of clients using its cash connect and iChatwork services for digital banking. According to the conversion rate graph, PT Bank Tabungan Pensiunan Nasional Tbk, PT BCA Tbk, PT Bank Mega Tbk, and PT Bank CIMB Niaga Tbk all have a significant number of clients who use digital banking services.

3. *Social Engagement* by examining the volume of social media comments and shares for National Private Commercial Banks.

In order to improve customer satisfaction RC Jaya, et. al (2020) and its effect on the banking industry's reputation, the National Private Commercial Bank needs to look more closely at how effectively PT Bank Danamon Tbk, PT PT Bank Tabungan Pensiunan Nasional Tbk, PT BCA Tbk, PT Bank Mega Tbk, and PT Bank CIMB Niaga Tbk use social media (Website, Youtube, and Twitter).

As stated by Urban Digital Marketing (2004) involves extending and improving traditional marketing functions by leveraging the internet and information technology. The focus of this definition is all conventional marketing. We may also assert that attitudes such as "consumer engagement", each commerce and "e-marketing" are significantly related to "digital marketing".

As stated by Coviello, et. all (2001) is the use of the Internet and other interactive technologies to establish and link conversations between known firms and customers. Moreover, they contend that e-commerce includes e-marketing.

As stated by Heidrick & Struggless (2009) The expansion of digital marketing via the internet, mobile devices, and gaming consoles opens up new avenues for covert yet very successful advertising. But why don't advertisers in Asia shift their expenditure from traditional media like printing, radio, & television to newer, more interactive media.

Key Perfomance Indictor (KPI) is used to assess internal online activity, according to Smith and Chaffey (2013, pp. 541-542) These factors are categorized by us as researchers into five categories: website engagement, conversion rates to various goals, social engagement, clickthrough rates, and duration.

Smith and Chaffey (2013, pp. 541-593) Describe KPI as the important measurements that are gathered to determine if organizational goals are met. The KPI's factors that are compared to other organizations or utilized to evaluate the organization's internal status include; (1). Visits that are unique, website engagement (that contains: Meetings or views to an internet - connected screens, return trips, Best Popular Products or Websites, & Turnover Rates). (2) Conversion rates to various objectives: Conversion rate for various purposes) - the proportion of visitors that become customers (or consumers). (3). Social Interaction: Subscription Counts (4). rates of clickthrough. (5). Duration.

In Sukandi, et.al (2019), The metrics website participation, relations based, click thru rate, rate of return, & time all show that PT BNI has done a fantastic job integrating digital marketing, according to the report. Customer satisfaction falls under the satisfied category Jaya, R., & Triono, S. (2022), and the bank's repute is regarded as high. Digital marketing affects both customers' satisfaction and the perception or image of regional financial institutions, as seen at PT BNI. This shows that digital marketing affects both customer satisfaction and the perception or image of banking institutions.

In Sofiati et.al. (2022)PT. Bank Mandiri (Persero, Customer satisfaction at PT. Bank Mandiri (Persero) and Citra Bank PT. Bank Mandiri (Persero) were determined through data analysis in the aforementioned study. Also, the execution of digital marketing has an impact on client happiness and has an impact on the reputation of Bank PT. Bank Mandiri (Persero).

The issues with this research might be stated as follows in light of the findings of the aforementioned study: (1) How National Private Commercial Banks may integrate digital marketing, customer satisfaction, and banking image. (2). How do National Private Commercial Banks' digital marketing strategies affect customer satisfaction? (3). How does digital marketing affect the reputation of national private commercial banks in the banking industry? (4). How does customer satisfaction impact the National Private Commercial Bank's banking reputation? (5). How Digital Marketing Affects Client Satisfaction and Affects National Private Commercial Banks' Banking Image.

Internet banking services A research in the journal Yusnain (2018) found that quality variables had a significant influence on customers' happiness with internet banking. In accordance with the results of multiple linear regression tests, three of the five dimensions of the quality of Internet banking services have a significant effect on users' levels of customer satisfaction; however, the degree of customer satisfaction is also influenced by a variety of other variables in addition to service quality.

Sofiati, and Limakrisna, N. (2017) said that the banking sector in West Java used holistic marketing precisely. Holistic marketing simultaneously affects banking image and trust. Also, trust affects how managers and clients see banking. According to the study's findings, trust and comprehensive marketing have an effect on banks' perceptions of themselves.

According to Rusdianti et.al (2017) The CSI (Customer Satisfaction Index) calculation results for Bank BNI Clients reveal a magnitude of 61.57%, It demonstrates that, while satisfaction with BNI E-services Banking's is still not at the greatest level, users are generally satisfied with them.

As stated by Kotler in Sunyoto's book (2013, pp. 35) **Customer satisfaction** is the intensity of one's emotions following a performance or set of results that contrasts with his or her expectations. Customers can experience one of three levels of general satisfaction, which are: disappointment if performance falls short of expectations; contentment if performance meets expectations; and extreme satisfaction, joy, or excitement if performance surpasses expectations.

Band (in Nasution, 2005) says that: **Satisfaction** is attained when quality satisfies and even surpasses customer expectations, wants, and requirements. In contrast, customer satisfaction won't be attained if the quality falls short of their expectations, wants, and requirements. Consumers who are unhappy with the products or services they receive will search for alternative businesses that may meet their demands..

Meanwhile, according to Rangkuti (2014), **Customer Satisfaction** is a reaction or response to a disparity between the expected performance and what is actually perceived after use or usage.

Customer Satisfaction Essentially, clients will contrast the services they received with their expectations (Perception).

As stated by Peter and Olson (2000, pp. 248-249) What buyers believe about a thing is the idea of Image. Image is a person's thoughts, ideas, and impressions of something. This includes perceptions and attitudes based on reactions and stimuli linked to the company that are obtained through the five senses. A positive reputation or image is crucial for a business. Companies are prepared to invest more money and effort to establish an image since its significance is so significant. An individual's thoughts, ideas, and signals about an item are collectively referred to as their image (image).

As stated by Jasfar (2005), Buyers frequently consider a company's image, which includes its excellent name, reputation, or level of skill, more so in the service sector than in the product sector. Gronroos (in Sutisna 2001, pp. 332) **Image** is the

opinion, sentiment, and image that the public has of the business and encompasses things like reputation, affinity, and brand loyalty.

The framework of this study may be interpreted as follows in light of the previous statement.
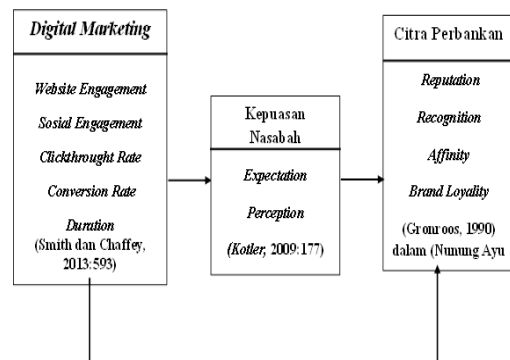

Figure 3. Frame Work of the Influence of Digital Marketing on Customer Satisfaction and Its Impact on Banking Image

The following study hypotheses are based on the aforementioned research paradigm: (1). Consumer satisfaction, banking image, and digital marketing implementation at national private commercial banks. (2). Customer satisfaction at National commercial private banks is impacted by digital marketing. (3) The views of national commercial banks that are private are impacted by digital marketing. (4). The way that national commercial banks that are private view themselves is influenced by client satisfaction. (5). Customer satisfaction and perceptions of national commercial private banks are impacted by digital marketing.

METHOD

Using a descriptive and verification method, this study used a quantitative technique. Both primary and secondary sources were utilized to create the data. A questionnaire that was sent to clients of National Private Commercial Banks was used to gather primary data. Literature, periodicals, newspapers, the internet, and Bank Indonesia publications that are pertinent to the study serve as secondary data sources.

ML h is estimated using a random sampling methodology with a sample size that is at least five times the parameter (Bentler P.M. & Chou Chih-Ping, 1987). While the data analysis method used is the Structural Equation Model.

RESULTS AND DISCUSSION

Research Instrument Validity
Digital Marketing Validity

Because the significance values are significant, the summary findings of the validity test of the items on the variables Digital Marketing, Customer Satisfaction, and Banking Image are valid. < 0.05.

Digital Marketing Reliability, *Customer Satisfaction* and *Banking Image*

Because the Cronbach's Alpha ranges from 0.70 to 0.90, the findings of the Realibility test of the items on the variables of Digital Marketing, Customer Satisfaction, and Banking Image are trustworthy.

Description of *Digital Marketing, Customer Satisfaction, Banking Image* of National Private Commercial Banks

140 respondents who are clients of National Private Commercial Banks and utilize online banking services serve as the study's unit of analysis (observation).

Description of *Digital Marketing* National Private Commercial Bank

Table 2 below provides a description of digital marketing for national private commercial banks:

Table 2. Total *Digital Marketing* Score

Sub Variabel	Total Skala (Rata-rata)	Kategori
Website engagement	1.472 (5,257)	Quite Easy
Social engagement	1.500 (5,357)	Easy
Clicktrough Rate	1.402 (5,007)	Quite Easy
Conversion Rate	1.457 (5,204)	Quite Easy
Duration	1.511 (5,396)	Long
	Amount	Average	
Observation unit size	140		Quite Easy
Items	10		
Actual Value	7.342	5,244	

Source: Processed from Questionnaire Data

Description of National Private Commercial Bank *Customer Satisfaction*

Table 3 below provides a description of customer satisfaction at National Private Commercial Bank:

Table 3. Total *Customer Satisfaction* Score

Sub variabel	Skor Total (Rata-rata)	Kategori
Expectation	3.736 (5,337)	Satisfied
Perception	3.765 (5,379)	Satisfied
	Amount	Average	
Observation unit size	140		Satisfied
Items	10		
Actual Value	7.501	5,358	

Source: Processed from Questionnaire Data

Description of the *Banking Image* of National Private Commercial Banks

Table 4 below provides a description of National Private Commercial Bank's banking image:

Table 4. *Banking Image* Total Score

Sub variabel	Skor Total (Rat-rata)	Kategori
Reputation	3.861 (5,516)	Good
Recognition	3.838 (5,483)	Good
Affinity	3.761 (5,373)	Good
Brand Loyalty	3.763 (5,376)	Good
	Amount	Average	
Observation unit size	140		Good
Items	20		
Actual Value	15.223	5,437	

Source: Processed from Questionnaire Data

Structural Models

The following structural model may be used to explain how digital marketing affects customer satisfaction and how that affects national private commercial banks' ability to project a positive image of themselves as a reliable source of financial services:
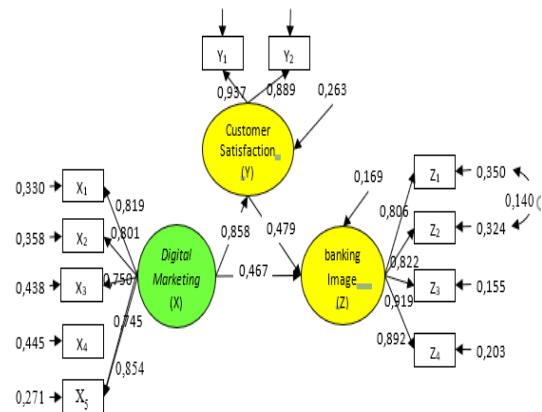

Figure 4. Model of Digital Marketing's Effect on Customer Satisfaction and How It Affects the Image of Banks

Based on Figure 4 above, the structural model equation may be written as:

***Satisfaction of customers* (Y) = 0.858 *Digital Marketing* (X) + 0.263**

Positive path coefficient exists between the endogenous latent variable of customer satisfaction and the exogenous latent variable of digital marketing. This implies that Customer Satisfaction will rise as a result of Digital Marketing factors. Customer Satisfaction will rise by 0.858 units if Digital Marketing rises by 1 unit.

***Banking Image* (Z) = 0.467 *Digital Marketing* (X) + 0.479 *Customer Satisfaction* (Y) + 0.169**

Customer Satisfaction has a positive path coefficient toward the endogenous Banking Image latent variable as does the exogenous Digital Marketing latent variable. This implies that the Banking Image will be improved by the Customer Happiness and Digital Marketing factors. The Banking Image will grow by 0.467 units if Digital Marketing improves by one unit, and by 0.479 units if Customer Satisfaction increases by one unit.
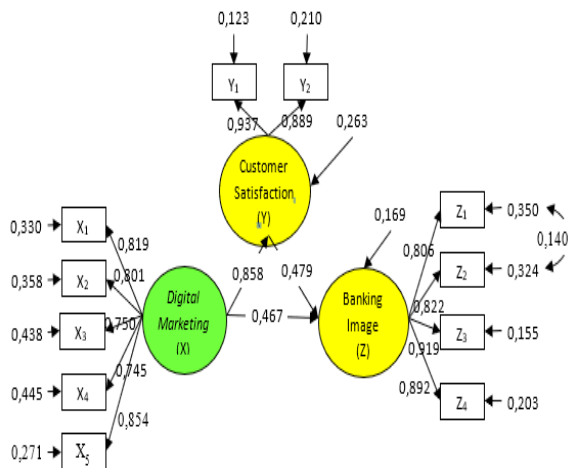

Figure 5. Satisfaction of customers and the impact of digital marketing on the perception of banks

1. Digital Marketing, satisfaction of customers, and Banking Image Measurement Models

A. Digital Marketing Measurement Model

The measurement model (unidimensional) for the latent variable is based on the SEM model in Figure 5. The sub-variables The following variables may be used to predict digital marketing (X): web interaction (X1), social connection (X2), click - throughs rate (X3), exchange rate (X4), and length (X5).

Web Engagement (X1) = 0,819 Digital Marketing (X) + 0,330

social connection (X2)= 0,801 Digital Marketing (X) + 0,358

click - throughs rate (X3)= 0,750 Digital Marketing (X) + 0,438

exchange rate (X4)= 0,745 Digital Marketing (X)+ 0,445

length (X5)= 0,854 Digital Marketing (X) + 0,271

In the Digital Marketing (X) measurement model, Length (X5) has the largest standardized load (loading factor), with a value of 0.854 (R^2 = 0.729), indicating that it can reliably predict Digital Marketing by 72.9% with a 27.1% error. The least accurate sub-variable for predicting digital marketing is Exchange Rate (X4), which has a standard deviation of 0.745 (R^2 = 0.555) and an accuracy limit of 55.5%.

B. Customer Satisfaction Measurement Model

The measurement model (unidimensional) for the latent variable Customer Satisfaction (Y), predicted by the Anticipation (Y1) and Perception (Y2) sub-variables, may be summarized as follows based on the SEM model in Figure 5:

Expectation (Y1)= 0,937 *Customer Satisfaction* (Y) + 0,123

Perception (Y2)= 0,889 *Customer Satisfaction* (Y) + 0,210

The sub-variable with the largest standardized load (loading factor) in the Customer Satisfaction (Y) measurement model is Expectation (Y1) of 0.937 (R^2 = 0.877), which means that the Expectation sub-variable (customer satisfaction expected by customers) can predict Customer Satisfaction of 87, 37% with an error of only 12.3%. The Perception sub-variable, which measures customer contentment, has the lowest standardized load (Y2) of 0.889 (R^2 = 0.790), which means that it can accurately predict customer happiness by 79.0% with a 21.0% error margin.

C. Banking Image Measurement Model

The measurement model (unidimensional) for the latent variable Banking Image (Z) redicted by the sub-variables Reputation (Z1), Recognition (Z2), Affinity (Z3), and Brand Loyalty (Z4) may be summarized as follows based on the SEM model in Figure 5.:

Reputation (Z1)= 0,806 Banking Image (Z) + 0,350
Recognition (Z2)= 0,822 Banking Image (Z) + 0,324
Affinity (Z3)= 0,919 Banking Image (Z) + 0,155
Brand Loyalty (Z4) = 0,892 Banking Image (Z) + 0,203

Affinity (Z3) of 0.919 (R^2 = 0.845) has the highest standardized loading factor in the Banking Image (Z) measurement model, which indicates that the Recognition sub-variable can accurately predict Banking Image with an error of 15.5%. The Reputation sub-variable has the lowest standardized load (Z1) of 0.806 (R^2 = 0.650), which means that it can only accurately predict Banking Image by 65.0%, with an error of up to 35.0%..

2. Digital Marketing Hypothesis Test on Customer Satisfaction

Based on figure 5, the formula for the structural model of digital marketing's impact on customer satisfaction at national private commercial banks.

The hypothesis to be tested is as follows:

$H_{0,4}$: $\gamma_1 = 0$: At National Private Commercial Banks, digital marketing has little impact on customer satisfaction.

$H_{1,4}$: $\gamma_1 \neq 0$: Digital marketing has an impact on National Private Commercial Banks' customers' satisfaction.

Customer Satisfaction (Y) = 0.858 Digital Marketing (X) + 0.263

A test of how digital marketing (X) affects national private commercial banks' customers' happiness (Y) is shown in Table 5. Included are the following sub-variables: length, click - through rate rate, exchange rate, and website engagement.

Table 5. *Digital Marketing* **Impact Test (X) Against** *Customer Satisfaction* **(Y)**

Variable Endogen Laten	to	Variable Endogen Laten	Rational Coef.	Normative Estimation	Normative mistake	t
Y	←	X	0,804	0,858	0,0717	11,213*)

*) significant at the real level of 0.05

Source: The Findings from Data Analysis

Test statistic : $t = \dfrac{\gamma_1}{\text{g}(\gamma_1)} = \dfrac{0{,}804}{0{,}0717} = 11{,}213$

The two-party test's critical value for the traditional z-normal distribution is 1.96 at a 95% level of certainty. If the projected t value falls short of or equivalent to the table significance threshold, which is reached when t = 11.213 > 1.96, the null hypothesis is disregarded. As a result, it is possible to demonstrate that digital marketing, which encompasses web engagement, socialization, click - through rate rate, exchange rate, and length sub-variables, has a considerable impact (72.7%) on customer satisfaction for national private commercial banks. This pertains to Guilford's high correlation group criteria (0.702 R2 0.902).

3. *Digital Marketing* Hypothesis Test on *Banking Image*

$H_{0,5}$: $\gamma_2 = 0$: There is no effect of *Digital Marketing* on *Banking Image* at National Private Commercial Banks.

$H_{1,5}$: $\gamma_2 \neq 0$: There is an influence of *Digital Marketing* on *Banking Image* at National Private Commercial Banks.

The formula for the organized digital marketing model for the reputation of national commercial private banks is as follows:

Banking Image (Z) = 0.467 Digital Marketing (X) + 0.782

Digital marketing's impact (X), which includes the subvariables Website Engagement, Social Engagement, Clickthrough Rate, Conversion Rate, and Duration, on Banking Image at National Private Commercial Banks is tested in Table 6..

Table 6. *Digital Marketing* **Impact Test (X) Against** *Banking Image* **(Z)**

Endogen Laten Variable	to	Exogen Laten Variable	Regression Coef.	Standardized Estimate	Standard error	t
Z	←	X	0,429	0,467	0,113	3,814*)

*) significant at the real level of 0.05

Source: Results of Data Analysis

The statistic Test : $t = \dfrac{\gamma_2}{\text{g}(\gamma_2)} = \dfrac{0{,}429}{0{,}113} = 3{,}814$

The two-party test's critical value for the conventional z-normal transfer is 1.96 at a 95% level of confidence. If the predicted t value falls short of or equal to the table significance threshold, which is reached when t = 3.814 > 1.96, the null hypothesis is not accepted. This implies that digital marketing, which comprises web engagement, social engagement, click - through rate rate, exchange rate, and duration sub-variables, has a significant impact on the banking image at national private commercial banks with a relatively high influence value (21.8%). This meets Guilford's criteria for the medium correlations category (0.402 R2 0.702).

4. Test of *Customer Satisfaction* Hypothesis on *Banking Image*

Using Figure 7, the structured model's equation for the impact of customer satisfaction on national private commercial banks' banking image.

$H_{0,6}$: $\beta = 0$: Customer satisfaction has little impact on National Private Commercial Banks' perception of the banking industry.

$H_{1,6}$: $\beta \neq 0$: Customer satisfaction has an impact on national private commercial banks' perceptions of banking

Banking Image (Z) = 0.479 Customer Satisfaction (Y) + 0.771

In Table 7, the relationship between Expected Customer Satisfaction (Expectation) and Customer Satisfaction (Perception), two sub-variables of Customer Satisfaction (Y), and Banking Image (Z) at National Private Commercial Banks is tested.

Table 7. Test the Effect of *Customer Satisfaction (Y)* **on** *Banking Image (Z)*

Endogen Laten Variable		Endogen Laten Variable	Regression Coef.	Standardized Estimate	Standard error	t
Z	←	Y	0,470	0,479	0,119	3,933*)

* at an actual level of 0.05, significant

Source: Data Analysis Results

Test statistic: $t = \dfrac{\beta}{\varepsilon\,(\beta)} = \dfrac{0{,}470}{0{,}119} = 3{,}933$

The two-party test's critical value for the conventional z-normal transfer is 1.96 at a 95% confidence level. If the projected t value is less than or equivalent to the table significance threshold, which is reached when t = 3.933 above 1.96, the null hypothesis is disregarded. This shows that Customer Satisfaction, which includes the subvariables Expectation (customer satisfaction expected) and Perception, has a considerable influence (22.9%) on the Banking Image at National Private Commercial Banks (satisfaction felt by customers). This meets Guilford's criteria for the medium correlations category (0.402 R2 0.702).

5. *Client satisfaction in digital marketing and its impact mostly on perception of banks both separately and concurrently*

$H_{0,7}$: $\gamma_1 = \gamma_2 = \beta = 0$: Digital marketing has no simultaneous impact on National Private Commercial Banks' customers' satisfaction and banking image.

$H_{1,7}$: $\gamma_1 \neq \gamma_2 \neq \beta \neq 0$: Digital marketing has an impact on customer satisfaction as well as national private commercial banks' perception of banking.

The contemporaneous formula for the process commonly of digital marketing's impact on client satisfaction and its impact on the industry's perception of banks at national private commercial banks is as follows:

Customer Satisfaction (Y) = 0.858 Digital Marketing (X) + 0.263

Banking Image (Z) = 0.467 Digital Marketing (X) + 0.479 Customer Satisfaction (Y) + 0.169

Test Statistics :

$F = \dfrac{(n-p-1)R^2_{n_2}}{p\left(1-R^2_{n_2}\right)} \sim F_{[a\,;\,(p,\,n-p-1)]}$

$F = \dfrac{(140-3-1)(0{,}820)}{3(1-0{,}820)} = 222{,}911$

$F_{tabel} = F_{[0.05\,;\,(3,\,140-3-1)]} = 2{,}671$

Test requirements: Discard H0 if F > Ftable.

Because Fcount = 222.911 > Ftable = 2.671 then H0 is rejected, Meaning that Customer Satisfaction and the impact on Banking Image at National Private Commercial Banks as a whole are both influenced by Digital Marketing, It also contains the following subvariables: Web Engagement, Social Engagement, Click - through rate Rate, Exchange Rate, and Duration. Satisfied customer and digital marketing factors influence the perception of banks by 83.1%. Other factors not investigated in the study have an influence on the remaining 16.9%.

CONCLUSIONS

(1) The study's findings indicate that National Private Commercial Banks' implementation of digital marketing, which includes the aspects of web page engagement, social engagement, click - through rate rate, exchange rate, and duration, was relatively straightforward, that its customers are happy, and that its goal of achieving a positive banking image at Bank Public Private National was achieved. (2) Digital marketing has a magnitude of effect of 72.7% on customer satisfaction at National Private Commercial Banks, which includes web engagement, social engagement, click - through rate rate, conversion rate, and duration. (3) The influence of digital marketing on the perception of banking at national private commercial banks, with a magnitude of effect of 21.8% and comprising the aspects of web engagement, social engagement, click - through rate rate, conversion rate, and duration. (4). At National Private Commercial Banks, satisfied customer has a 22.9% degree of influence on the banking image. (5). The simultaneous effects of digital marketing on web engagement, social engagement, click - through rate rate, conversion rate, customer satisfaction duration, and influence on banking perception at national private commercial banks are 83.1%.

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