

The influence of digital marketing dan word of mouth on generation z's interest in saving at islamic banks

Rudi Hartoni^{*)}, Dimitri Dimitri

Institut Agama Islam Negeri Syaikh Abdurrahman Siddik Bangka Belitung, Indonesia

^{*)}Corresponding author email: rudihartono8868@gmail.com

Abstract. Digital marketing is one of the strategies used by Islamic banks to conduct marketing activities across various platforms, such as social media. Word of mouth is formed through communication from person to person, either individually or in groups. It is hoped that Islamic banking marketing through digital marketing and word of mouth can attract the interest of the younger generation to save in Islamic banks. This study aims to determine how digital marketing and word of mouth influence the saving interest of Generation Z students at IAIN SAS Bangka Belitung in Islamic banks. This research is quantitative in nature, utilizing both primary and secondary data. Data was collected through the distribution of questionnaires and observations among IAIN SAS Bangka Belitung students from the 2020 to 2021 academic years, with a population of 1,846 students. A simple random sampling method was used to select 95 respondents, and Likert scale measurements were employed. The data were analyzed using SPSS Version 30.0, with multiple linear regression analysis techniques. The results of the study show that digital marketing does not have a partial effect on the saving interest of Generation Z in Islamic banks, with a t_{count} of -0.056, which is less than the critical t_{table} of 1.661, and a significance level of 0.956, which is greater than 0.05. Therefore, H_{a1} is rejected and H_{01} is accepted. On the other hand, word of mouth has a partial effect on the saving interest of Generation Z in Islamic banks, with a t_{count} of 6.025, which is greater than the critical t_{table} of 1.661, and a significance level of 0.000, which is less than 0.05. Therefore, H_{02} is rejected and H_{a2} is accepted. Furthermore, the simultaneous influence of digital marketing and word of mouth on the saving interest of Generation Z in Islamic banks is significant, with an F_{count} of 39.386, which is greater than the critical F_{table} of 2.36, and a significance level of 0.000, which is less than 0.05. Thus, H_{03} is rejected and H_{a3} is accepted.

Keywords: Digital marketing, word of mouth, interest

INTRODUCTION

Islamic banks have yet to establish their presence as financial intermediaries, primarily due to the intense competition between Islamic and conventional banking. According to data from OJK regarding the market share of Islamic banking in April 2022, it was revealed that Islamic banks only held 6.65 percent of the banking market, while the rest was dominated by conventional banks. The head of OJK explained that the low market share of Islamic banks is attributed to the fact that their products are still less competitive compared to those offered by conventional banks. Factors such as limited product access, less competitive pricing, and lower quality contribute to this issue. This has resulted in a lack of interest in Islamic banks, meaning there is still limited awareness and usage, leading to conventional banks continuing to dominate the market share.

According to data from the Central Statistics Agency, Indonesia's population is largely dominated by Generation Z. The data released shows that Generation Z makes up 74.93 million people, or 27.94 percent of the population (Pierre Rainer, 2023). This dominance is expected to drive potential progress and change in the future. Generation Z is the first generation to have grown up with advanced technology and is also referred to as the iGeneration, net generation, or internet generation (Hadion Wijoyo et al., 2020).

Digital marketing plays a role in making it easier for customers to access the products offered by banks, by highlighting the advantages of Islamic banking through engaging content and attractive design. Digital marketing refers to marketing activities, including branding, that utilize all web-based media such as blogs, websites, emails, AdWords, and social networks (Ridwan Sanjaya and Joshua Tarigan, 2009). Internet-based media are used in digital marketing activities, so all marketing campaign activities that use internet media, whether through websites, social media, or mobile applications, can be classified as digital marketing. Digital marketing is also known as e-commerce (Andi Sukandi et al., 2019).

Word of Mouth (WOM) is one of the processes of forming perceptions created by individuals or groups about a product, aimed at conveying information about that product, whether introducing or even recommending

it (M. Subkhan and M. Yusli, 2021). Interest is typically defined as the decision to use or purchase a particular service or product. The decision-making process for a consumer involves determining what to buy or not buy, and these decisions are influenced by prior activities and the available financial resources (Sofyan Assauri, 2019). Given the low level of interest among young people in Islamic banking, the youth demographic has become a primary target for banks aiming to increase their customer base.

In recent years, Islamic banks have faced increasing competition, particularly in attracting young customers such as generation Z. This generation is characterized by its high use of digital technology and social media, making them a key target market for banks. However, there is limited research on how digital marketing and word of mouth (WOM) specifically influence the saving behavior of Generation Z, particularly in the context of Islamic banking. While digital marketing strategies have been widely implemented by many financial institutions, the effectiveness of these strategies in attracting young customers to Islamic banks remains unclear. Moreover, word of mouth has been identified as a powerful tool in shaping consumer decisions, but its role in influencing financial decisions, especially in the context of Islamic banking, is still underexplored.

The specific problem addressed by this study is the lack of empirical evidence regarding how digital marketing and WOM affect the saving interest of Generation Z in Islamic banks. More importantly, there is a gap in understanding whether the combination of these two factors has a synergistic effect on the decision-making process of young customers. This gap in literature creates a need for research that can provide insights into the factors that drive Generation Z's interest in saving in Islamic banks. Additionally, while Generation Z is often regarded as the most digitally savvy and socially conscious generation, little is known about how Islamic banks can tailor their marketing strategies to align with the values and preferences of this demographic, especially regarding the ethical and religious principles of Islamic finance.

Based on Bahru's research, the digital marketing variable has a positive impact on the saving interest of Generation Z in Islamic banks. The results show that Generation Z is highly attentive to the digital marketing strategies of Islamic banks, such as whether they offer a variety of products, convenience, or other competitive features compared to conventional banks (Bahru Ilmi Dafi, 2022). According to Danang's research, there is a positive impact of 15.5% on the interest construct, with the increased use of digital media by consumers, especially the younger generation, having a positive effect on sales. The younger generation, in all aspects of their activities, cannot be separated from the internet. Therefore, the ease of accessing Islamic banks digitally, along with fast services, clear information delivery, and an attractive design, can influence consumer interest in Islamic banks. According to Nurul, digital marketing has no impact on increasing the interest of Generation Z in using Islamic banks due to the lack of attractiveness of online sites for internet users in obtaining information about Islamic banking. For example, the social media platforms of Islamic banks do not provide accessible information about the products offered online (Nurul Habibi Lubis, 2017).

Research by Haryanto and Ramli shows that Word of Mouth (WOM) has a very strong influence in shaping financial decisions, including the interest in saving at Islamic banks. The results of this study indicate that recommendations from friends, family, or influencers on social media have a significant impact on Generation Z's decision to choose an Islamic bank as a place to save. WOM provides a sense of trust and security for young customers, who rely more on information from others they trust (Haryanto and Ramli, 2020). According to Vira, Word of Mouth (WOM) has a significant influence on customers' interest in choosing an Islamic bank for saving. WOM can strengthen the positive perception of the reputation of Islamic banks within the community, thereby encouraging more people to choose that bank as their saving option. Thus, WOM becomes an important factor in influencing customers' interest in Islamic banks, as it creates trust and expands the reach of positive influence about the institution (Vira Yuniar, 2024).

The objective of this study is to analyze the influence of digital marketing and word of mouth (WOM) on the saving interest of Generation Z in Islamic banks. Specifically, this study aims to:

- Assess the Influence of Digital Marketing on the saving interest of Generation Z in Islamic banks. This study aims to identify the extent to which the implementation of digital marketing strategies by Islamic banks influences the interest and decision-making of Generation Z in opening savings accounts and saving money in Islamic banks.
- Identify the Influence of Word of Mouth (WOM) on the saving interest of Generation Z in Islamic banks. This study aims to measure the extent to which recommendations and influence from friends, family, or online reviews affect the decision of young people to choose Islamic banking products.
- Analyze the Interaction Between Digital Marketing and Word of Mouth in influencing the saving interest of Generation Z in Islamic banks. This study seeks to determine whether there is a synergistic relationship between both factors in increasing the saving interest of young people in Islamic banks.

In this study, the objects to be examined are; Digital Marketing implemented by Islamic banks; Word of Mouth (WOM) received by Generation Z regarding Islamic banks; Saving Interest of Generation Z in Islamic banks. The hypotheses proposed for this study are as follows:

- H_{a1}: Digital marketing has a positive influence on the saving interest of Generation Z in Islamic banks.

- H01: Digital marketing does not have an effect on the saving interest of Generation Z in Islamic banks.
- Ha2: Word of mouth (WOM) has a positive influence on the saving interest of Generation Z in Islamic banks.
- H02: Word of mouth does not have an effect on the saving interest of Generation Z in Islamic banks.
- Ha3: Digital marketing and word of mouth (WOM) have a synergistic influence on the **saving interest** of Generation Z in Islamic banks.
- H03: Digital marketing and word of mouth does not have an effect on the saving interest of Generation Z in Islamic banks.

METHOD

In the *Method* section, you explain *clearly* how you conducted your research order to: (1) enable readers to data. Data collection was carried out through the distribution of questionnaires and observations among students of IAIN SAS Bangka Belitung from the 2020 to 2021 academic cohort, with a total population of 1,846. The study employed a simple random sampling method, resulting in 95 respondents. The measurement scale used was a Likert scale, and the data was analyzed using SPSS version 30.0, with multiple linear regression analysis as the analytical technique. The variables in this study include independent variables such as digital marketing and word of mouth, as well as the dependent variable, which is interest.

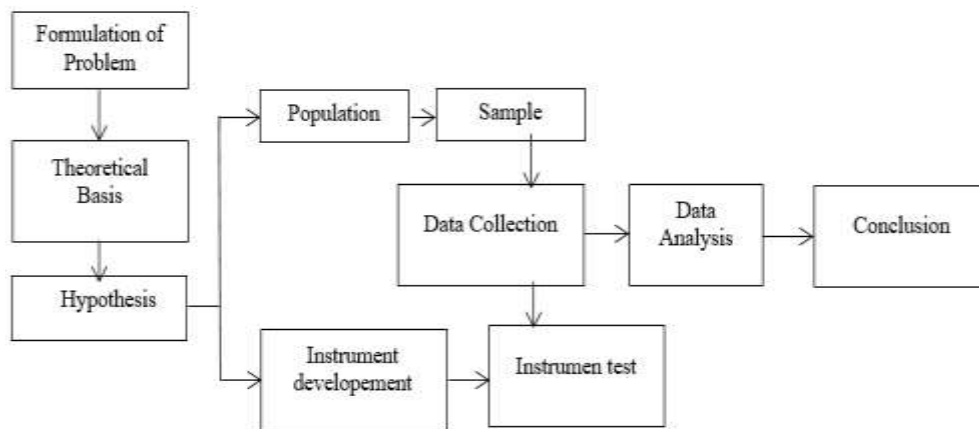


Figure 1. Research Design

RESULTS AND DISCUSSIONS

This study examines the influence of digital marketing and word of mouth on the saving interest of Generation Z in Islamic banks. The instrument used in this research was a questionnaire. The study was conducted by distributing the questionnaire in the form of a Google Form to 95 respondents, who were students of the Syaikh Abdurrahman Siddik State Islamic Institute, specifically from the 2020 to 2021 academic cohort. The total number of statements in the questionnaire was 20, consisting of 8 statements for the variable X1, 8 statements for the variable X2, and 4 statements for the variable Y.

Subject Description

The respondent's description contains information obtained from the questionnaire, which includes gender, class year, faculty and study program. Details of respondents can be seen from the following table:

Table 1. Respondent Gender

Gender	Number of Respondent	
	Frequency	Percentage (%)
Male	36	37,9
Female	59	62,1
Total	95	100,0

Based on table 1 above, it is known that the number of male respondents was 36 respondents (37.9%), while the number of female respondents was 59 respondents (62.1%). From these data it can be seen that the number of female respondents is greater than the number of male respondents.

Table 2. Respondent Batch Year

Batch Year	Number of Respondent	
	Frequency	Percentage (%)
2020	53	55,8
2021	42	44,2
Total	95	100,0

Based on the results of table 2 above, it is known that the number of respondents for the class of 2020 was higher with 53 respondents (55.8%), while the number of respondents for the class of 2021 was 42 respondents (44.2%).

Table 3. The Faculty of Responden

Faculty	Number of Responden	
	Frequency	Percentage
Tarbiyah	35	36,8
Da'wah and Islamic Communication	29	30,6
Sharia and Islamic Economics	31	32,6
Total	95	100,0

Based on table 3 above, it is known that the highest number of respondents was the Faculty of Tarbiyah with 35 respondents (36.8%), followed by the Faculty of Sharia and Islamic Economics with 31 respondents (32.6%), and finally the Faculty of Da'wah and Islamic Communication. as many as 29 respondents (30.6%).

Validity Test

Table 4. Validity Test Results

Variable	Indicator	R _{count}	R _{table}	Sig	Description
<i>Digital Marketing</i> (X ₁)	X _{1.1}	0,561	0,169	0,000	Valid
	X _{1.2}	0,680	0,169	0,000	Valid
	X _{1.3}	0,631	0,169	0,000	Valid
	X _{1.4}	0,625	0,169	0,000	Valid
	X _{1.5}	0,700	0,169	0,000	Valid
	X _{1.6}	0,612	0,169	0,000	Valid
	X _{1.7}	0,475	0,169	0,000	Valid
	X _{1.8}	0,667	0,169	0,000	Valid
<i>Word Of Mouth</i> (X ₂)	X _{2.1}	0,738	0,169	0,000	Valid
	X _{2.2}	0,668	0,169	0,000	Valid
	X _{2.3}	0,651	0,169	0,000	Valid
	X _{2.4}	0,631	0,169	0,000	Valid
	X _{2.5}	0,539	0,169	0,000	Valid
	X _{2.6}	0,717	0,169	0,000	Valid
	X _{2.7}	0,822	0,169	0,000	Valid
	X _{2.8}	0,794	0,169	0,000	Valid
Interest(Y)	Y1	0,822	0,169	0,000	Valid
	Y2	0,806	0,169	0,000	Valid
	Y3	0,749	0,169	0,000	Valid
	Y4	0,788	0,169	0,000	Valid

Based on the data listed in table 4, it can be seen that the correlation coefficient value for testing the validity of the Digital Marketing (X₁), Word of Mouth (X₂) and Interest (Y) variables obtained on average is R_{count} > R_{table} of 0.169 with a significance level of 0.1 (10%) and all instruments with 20 questions were declared valid.

Reliability Test

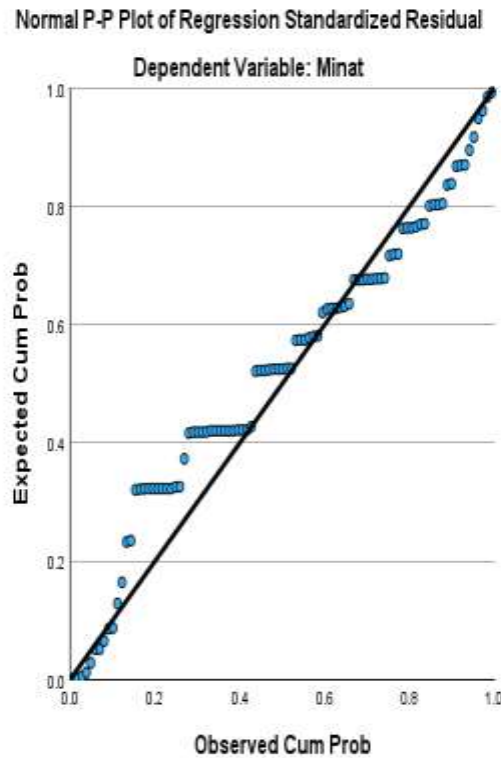
Table 5. Reliability Test Results

Variable	Reliability Coefficients	Cronbach's Alpha	Description
<i>Digital Marketing</i> (X ₁)	8 item	0.769	Reliable
<i>Word Of Mouth</i> (X ₂)	8 item	0.848	Reliable
Interest (Y)	4 item	0.798	Reliable

From the data listed in table 5, it can be seen that the coefficient results for the Digital Marketing variable (X₁) are 0.769, Word of Mouth (X₁) is 0.848 and Interest (Y) is 0.798, which is greater than Cronbach's Alpha 0.60, which means that the three instruments are declared reliable. or have met the requirements and are eligible to continue to the next test.

Normality Test

From graphic 1 above, it can be concluded that the P-PLOT graph shows a normal graph pattern. This can be seen from the points whose distribution follows or approaches the diagonal line. Therefore it can be concluded that the data is normally distributed.



Graphic 1. P-Plot

Multicollinearity Test

Table 6. Multicollinearity

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
	Model	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	3.636	1.748		2.081	.040		
	Digital Marketing	-.004	.078	-.006	-.056	.956	.455	2.200
	Word Of Mouth	.400	.066	.684	6.025	<.001	.455	2.200

a. Dependent Variable: Interest

Based on table 6 above, the tolerance value for all independent variables is greater than 0.1, namely 0.455, and the VIF is less than 10, namely 2,200, so it can be concluded that there is no multicollinearity between variables.

Autocorrelation Test

Table 7. Autocorrelation

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.679 ^a	.461	.450	1.524	2.282

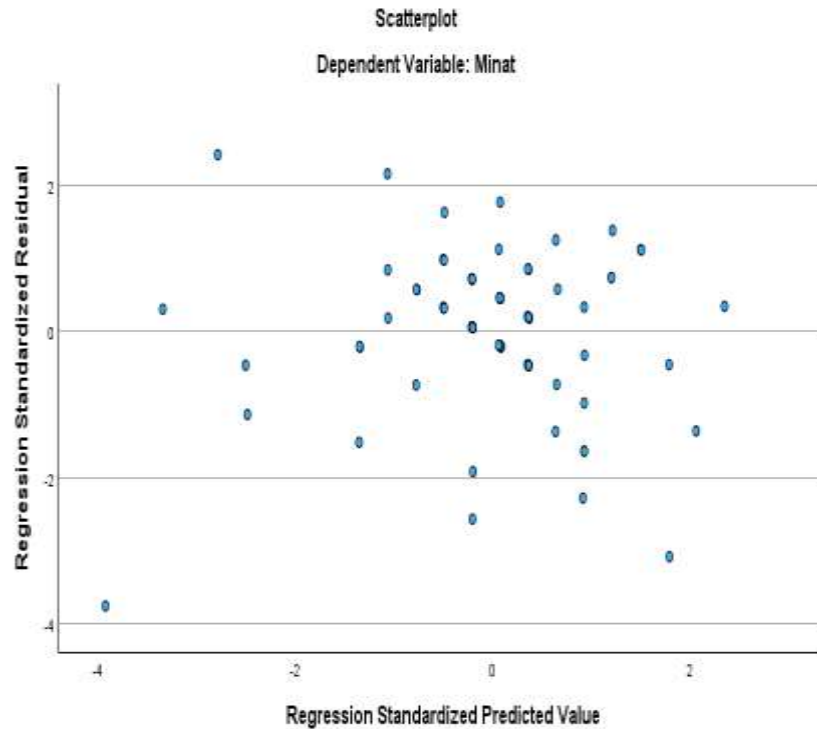
a. Predictors: (Constant), Word Of Mouth, Digital Marketing

b. Dependent Variable: Interest

From table 7 above, the influence of the independent variable (X) on the dependent variable (Y) can be seen from the Durbin-Watson statistical value of 2.282. The Durbin Watson value results are included in the D-W numbers between -2 and +2, meaning there is no autocorrelation.

Heteroscedasticity Test

From graphic 2 above, it can be concluded that the points are spread out and do not form a pattern, so in regression mode there is no heteroscedasticity problem.



Graphic 2. Heteroskedastisitas

Multiple Linear Regression Analysis

Table 8. Linear Regression Analysis

Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	T
1	(Constant)	3.636	1.748		2.081
	Digital Marketing	-.004	.078	-.006	-.056
	Word Of Mouth	.400	.066	.684	6.025
					<.001

a. Dependent Variable: Interest

Based on table 8, the coefficient above, the multiple coefficient value can be formulated as follows: $Y = a + b_1X_1 + b_2X_2$ and $Y = 3.636 + -0.004X_1 + 0.400X_2$. The constant value and coefficient value of each variable consisting of digital marketing (X_1), word of mouth (X_2) and interest (Y) in this equation can be described as follows:

- The resulting constant value, namely 3,636, is positive. This means that if the number of digital marketing variables (X_1) and word of mouth (X_2) has a value of 0, then the amount of interest is 3,636.
- Digital marketing coefficient (X_1) = -0.004, meaning that if digital marketing is increased by 1 unit, interest in saving will decrease by -0.004.
- Word of mouth coefficient (X_2) = 0.400, meaning that if word of mouth is increased by 1 unit, interest will increase by 0.495.

From the description above, it can be seen that the word of mouth variable (X_2) has the highest influence on interest compared to the digital marketing variable (X_1)

Hypothesis Test

Table 9. t Test

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	T
1	(Constant)	3.636	1.748		2.081
	Digital Marketing	-.004	.078	-.006	-.056
	Word of Mouth	.400	.066	.684	6.025
					<.001

a. Dependent Variable: Interest

Based on Table 9, the t test results can be concluded as follows:

- The t test for hypothesis 1 (the influence of digital marketing on generation Z's interest in saving in Islamic banks) is -0.056 with a significance value of 0.956, while the t_{table} is 1.661 with a significance value of 0.000. The $t_{count} < t_{table}$ value and the significance value are greater than 0.05. So it can be concluded that digital marketing has no significant effect on interest.
- The t test for the hypothesis (the influence of word of mouth on the generation's interest in saving in Islamic banks) is 6.025 with a significance value of <.001 (0.000) while the t_{table} is 1.661 with a significance value of 0.000. The t_{count} value above is greater than t_{table} and the significance value is smaller than 0.05. So it can be concluded that word of mouth has a significant effect on interest in saving.

Table 10. F Test

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	182.934	2	91.467	39.386	<.001 ^b
	Residual	213.655	92	2.322		
	Total	396.589	94			

a. Dependent Variable: Interest

b. Predictors: (Constant), Word Of Mouth, Digital Marketing

Based on table 10 above, after carrying out calculations using the SPSS version 30.0 program, the f_{count} is 39,386, while the f_{table} value $df = n-k-1$ (95- 2- 1 = 92) with a degree of numerator 2 and denominator 92 at $\alpha = 0.1$ (10 %) is 2.36 so $F_{count} 39.386 > F_{table} 2.36$, so H_0 is rejected H_a is accepted if see the significance value of <.001 (0.000) < 0.05. So it can be concluded that the digital marketing and word of mouth variables simultaneously influence Generation Z's interest in saving in Islamic banks.

Table 11. Coefficient Of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679 ^a	.461	.450	1.524

a. Predictors: (Constant), Word Of Mouth, Digital Marketing

From table 11 above, it can be seen that the coefficient of determination (adjusted r-square) is 0.450. This value can be interpreted as the contribution of the influence of the independent variables digital marketing (X_1) and word of mouth (X_2) which is 45% while the remaining 55% is influenced by variables not examined in this study.

The Influence Of Digital Marketing On The Saving Interest Of Generation Z in Islamic Banks

From the calculation results t_{count} (-0.056) < t_{table} (1.661) with a significance level of 0.956 > 0.05, so it is clear that H_{a1} is rejected and H_{01} is accepted. This shows that digital marketing has no effect on generation Z's interest in saving, namely students at the Syaikh Abdurrahman Siddik State Islamic Institute at Sharia Bank.

The results of this research are in line with research conducted by Nurul Habibi Lubis, according to the results of the t test processing in the table it can be seen that the digital marketing variable (X_2) has a significant value of 0.437 which means it is greater than 0.05 (5% significant level) and the value The calculated t of 0.781 is smaller than the value of t_{table} 1.99394 where the value of t_{count} is smaller (0.781 < 1.99394), so H_{02} is accepted and H_{a2} is rejected. which means that partially the Digital Marketing variable (X_2) has no significant effect on Generation Z's interest in saving at Islamic banks (Y) (Nurul Habibi Lubis, 2017).

The Influence Of Word Of Mouth On The Saving Interest Of Generation Z in Islamic Banks

Based on the test results, it shows that word of mouth partially influences Generation Z's interest in saving, namely students at the Syaikh Abdurrahman Siddik State Islamic Institute at Sharia Bank. Based on the test results, it was obtained that t_{count} was (6.025) while t_{table} was (1.661) with a significance level of <.001 (0.000) < 0.05, so H_{02} was rejected. H_{a2} was accepted, so the word of mouth variable had an effect on the variable of interest.

The results of this research are in line with Bahru Ilmi Dafi's research, the results for the word of mouth variable have a positive influence on the interest variable, namely 0.343. The last test carried out was the t test, it can be seen that the tstatistic value is 2,269 which is greater than 1.9 and the P-value is 0.024 which is smaller than 0.1 so that H_1 is accepted and it can be concluded that the word of mouth variable has a significant effect on the variable of interest (Bahru Ilmi Dafi, 2022).

The Influence Of Word Of Mouth On The Saving Interest Of Generation Z in Islamic Banks

The results of calculations using SPSS Version 30.0 obtained F_{count} (39,386) while the F_{table} value $df = n-k-1$ (95-2-1 = 92) with a numerator degree of 2 and a denominator of 78 then obtained $F_{table} \alpha = 0.1$ (2.36) so that $F_{count} (39,386) > F_{table} (2.36)$, so H_{03} is rejected H_{a3} is accepted or if you look at the significance value of <.001 (0.000) < 0.05, so it can be concluded that the digital marketing and word of mouth variables have a significant effect on the interest variable. From the Adjusted R Square (indicating regression ability) of 0.450, which means

that the independent variable is able to explain the influence of digital marketing and word of mouth as much as 45.0% on the dependent variable while the remaining 55% is influenced by other factors.

The results of this research are in line with research conducted by Yuli Sahara NST, the results of this research show that Digital Marketing and Word Of Mouth simultaneously state that there is a significant influence together on generation Z's interest in saving at Islamic banks as shown by the value of *Fhitung* of 86,492 . Because the value $F_{\text{count}} 86,492 > F_{\text{table}} 2.70$ with a significance level of 0.000 because the probability of being significant is much smaller than 0.05, H_0 is rejected. H_a is accepted. It can be concluded that H_4 or the fourth research hypothesis is accepted (Yuli Sahara NST, 2023).

CONCLUSIONS

Based on the results of research processing that have been collected, processed and analyzed, it can be concluded that the research results are on the digital marketing variable with a significance level of $0.956 > 0.05$ and the calculation results of $t_{\text{count}} (-0.056) < t_{\text{table}} (1.661)$. So it can be concluded that H_{a1} is rejected, H_{01} is accepted, meaning that the digital marketing variable regarding Islamic banks partially has no effect on the interest in saving of students at the Syaikh Abdurrahman Siddik State Islamic Institute in Sharia Banks. The word of mouth variable has a significance level of $0.000 < 0.05$ and the calculation results are $t_{\text{count}} (6.025) > t_{\text{table}} (1.661)$. So it can be concluded that H_{02} is rejected and H_{a2} is accepted, meaning that the word of mouth variable about Islamic banks partially influences the interest in saving of students at the Syaikh Abdurrahman Siddik State Islamic Institute in Sharia Banks.

The research results based on the F test show that the digital marketing (X1) and word of mouth (X2) variables have a positive and significant effect on interest in saving (Y), as evidenced by the value from the F test calculation results obtained by the value $F_{\text{table}} df = n-k-1$ ($95 - 2 - 1 = 92$) with degrees of freedom in the numerator 2 and denominator 92 at α (0.1) of 2.36. Thus $f_{\text{count}} 39.386 > f_{\text{table}} 2.36$. If H_0 is rejected and H_a is accepted or if you see a significant value of $< .001$ (0.000), it can be concluded that the digital marketing and word of mouth variables simultaneously influence generation Z's interest in saving in sharia banks. This study is still simple. Future researchers who wish to expand on this research could include additional variables that provide a deeper analysis of the factors influencing people's interest in saving at Islamic banks, such as financial literacy, location, income, and others.

REFERENCES

- Amin, H., et al. (2017). The impact of digital marketing on consumer's purchase decision in bank syariah. *International Journal of Economics, Commerce and Management*.
- Assauri, S. (2019). *Bank Syariah: Dari Teori Kepraktik* (Jakarta: Gema Insani).
- Bahru, I. D. (2022). Pengaruh literasi keuangan, literasi digital, digital marketing, brand image dan word of mouth terhadap minat generasi Z pada bank syariah. *Jurnal Ilmiah Akuntansi dan Keuangan*, 4(2).
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice*. Pearson.
- Cheung, C. M., et al. (2008). Online social networks: Why do people share? *International Journal of Electronic Commerce*, 12(2), 9-33.
- Haryanto, I., & Ramli, A. (2020). Pengaruh word of mouth terhadap minat menabung di bank syariah. *Jurnal Manajemen dan Bisnis Islam*, 12(1), 45-56.
- Kotler, P., et al. (2017). *Marketing management*. Pearson.
- Liang, T. P., et al. (2021). The impact of word of mouth on consumer decision making. *Journal of Marketing*, 58(2), 22-33.
- Lubis, N. H. (2020). Pengaruh literasi keuangan syariah, digital marketing, word of mouth dan corporate social responsibility (CSR) terhadap minat menabung generasi Z pada bank syariah (Studi kasus pada mahasiswa S1 perbankan syariah UIN SU tahun akademik 2017). (Skripsi, UIN Sumatera Utara, Medan).
- OJK. (2022). Data market share perbankan syariah. Diakses pada 30 Oktober 2024, dari <https://mediaasuransinews.co.id/keuangan/market-share-perbankan-syariah-665-persen/>
- Prensky, M. (2001). Digital natives, digital immigrants. *On the Horizon*, 9(5), 1-6.
- Rainer, P. (2023). Sensus BPS: Saat ini Indonesia didominasi oleh Gen Z. Diakses pada 1 November 2024, dari <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Ramdani, D. (2020). Pengaruh literasi keuangan, digital marketing, brand image, dan word of mouth terhadap minat generasi Z pada bank syariah. (Jakarta: UIN Syarif Hidayatullah), hlm. 114-119.
- Sanjaya, R., & Tarigan, J. (2009). *Creative Digital Marketing* (Jakarta: PT Elex Media Komputindo).
- Subkhan, M., & Yusli, M. (2021). Pengaruh literasi keuangan syariah, digital marketing, brand image, dan word of mouth terhadap minat generasi Z pada bank syariah. *Seminar Nasional STIE Widya Wiwaha*.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.

- Vira, Y. (2024). Pengaruh digital marketing, brand image dan word of mouth terhadap minat menjadi nasabah bank syariah (Studi pada masyarakat Tanah Datar, Provinsi Sumbar). (Jakarta: UIN Syarif Hidayatullah).
- Wijoyo, H., dkk. (2020). *Generasi Z & Revolusi Industri 4.0* (Jawa Tengah: CV. Pena Persada), 1.
- Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*, 3(2), 1-17.
- Yuli, S. N. S. T. (2023). Pengaruh literasi keuangan, digital marketing, dan WOM terhadap minat generasi Z menabung pada bank syariah. (Medan: Universitas Muhammadiyah Sumatera Utara).
- Zhou, X. (2020). The role of digital marketing in financial services. *Journal of Digital Marketing*, 15(4), 44-58.