

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2021

Okky Rachmanda Putra

120.2017.334

Pengaruh Digital Marketing Dan Green Marketing Terhadap Keputusan Menjadi Nasabah Bank Sampah Induk Rawasari Serta Tinjauannya Dalam Sudut Pandang Islam.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing* dan *green marketing* terhadap keputusan menjadi nasabah bank sampah induk rawasari serta tinjauannya dalam sudut pandang Islam. Populasi penelitian ini adalah warga kecamatan rawasari yang menjadi nasabah pada Bank Sampah Induk. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner dengan jumlah 100 responden. Metode analisis data dilakukan dengan regresi linier berganda melalui program *SPSS 22*. Hasil penelitian menunjukkan (1) *Digital Marketing* berpengaruh positif dan signifikan terhadap Keputusan Menjadi Nasabah. (2) *Green Marketing* berpengaruh positif dan signifikan terhadap Keputusan Menjadi Nasabah. (3) Secara bersama-sama *Digital Marketing* dan *Green Marketing* berpengaruh signifikan terhadap Keputusan Menjadi Nasabah. Menurut pandangan Islam *digital marketing* dan *green marketing* terhadap keputusan menjadi nasabah bank sampah induk rawasari sudah dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci : Digital marketing, green marketing, keputusan menjadi nasabah, bank sampah induk rawasari dan sudut pandang Islam

ABSTRACT

Faculty Of Economy and Business

Study Program S-1 Management

2021

Oky Rachmanda Putra

120.2017.334

The Influence of Digital Marketing and Green Marketing on the Decision to Become a Customer of the Rawasari Main Waste Bank and its Review from an Islamic Perspective.

Abstract

This study aims to determine the effect of digital marketing and green marketing on the decision to become a customer of the bank sampah induk and its review from an Islamic point of view. The population of this research is the residents of the Rawasari sub-district who are customers of the bank sampah induk. The sampling technique used non-probability sampling method, with purposive sampling technique through distributing questionnaires with a total of 100 respondents. The method of data analysis was carried out with multiple linear regression through the SPSS 22 program. The results showed (1) Digital Marketing had a positive and significant effect on the Decision to Become a Customer. (2) Green Marketing has a positive and significant effect on the Decision to Become a Customer. (3) Together, Digital Marketing and Green Marketing have a significant effect on the Decision to Become a Customer. According to the Islamic view of digital marketing and green marketing, the decision to become a customer of the bank sampah induk of Rawasari has been carried out by Islamic principles.

Keywords: *Digital marketing, green marketing, the decision to become a customer, the main waste bank rawasari, and Islamic point of view*