

ABSTRACT

THE EFFECT ANALYSIS OF DIGITAL MARKETING IMPLEMENTATION ON ATTITUDES AND INTENTION TO USE THE LAHAN SIKAM PEER-TO-PEER LENDING SERVICE IN LAMPUNG

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This study aims to analyze the impact of digital marketing implementation on user attitudes and intention to use the Lahan Sikam Peer-to-Peer (P2P) Lending service in Lampung. Applying a quantitative approach, data were collected through questionnaires distributing to 141 respondents. Data analysis was conducted using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), and supported by SmartPLS 4.0 software. The result indicated that digital marketing implementation had positive significant effect on Digital Brand Awareness and Digital Customer Engagement. Increased brand awareness and customer engagement were also found to positively and significantly affect the formation of Digital Attitudes. Furthermore, the study revealed that a positive digital attitude significantly affected Intention to Use of the Lahan Sikam P2P Lending service. These findings highlight the importance of effective digital marketing strategies in enhancing brand awareness and customer interaction, ultimately increasing consumer intention to adopt and use the Lahan Sikam Peer-to-Peer Lending service.

Keywords: Digital Marketing, Peer-To-Peer Lending, Digital Brand Awareness, Digital Customer Engagement, Digital Attitude

