

ABSTRACT

This study aims to analyze the Role of Social Media Parameters on the Cognitive Stage of Individual Mobile Banking Wondr by BNI in Indonesia. Social media, especially on Instagram which is part of social media that has become an important platform in marketing in the current era which has become the digital era. Thus, it becomes an important opportunity for business actors and business people to utilize social media as a means of promoting their services such as BNI bank which promotes its mobile banking service, namely Wondr by BNI.

The main objective of this study is to identify how effective social media is at various stages of consumer cognitive towards their financial actions. And to find out what indicators need to be improved in the adoption of Wondr by BNI mobile banking and what can be practical suggestions.

This study focuses on identifying how effective social media is (usage parameters, informativeness, problem solving, transformational) at various consumer cognitive stages (attention, interest, desire, action) through the Hierarchy of Effect (HOE) model for the adoption of Wondr by BNI mobile banking in Indonesia.

A two-stage analytical approach with Structural Equation Modeling (SEM) and Neural Network (NN) analysis to reveal the distinctive and confirmatory influence of social media on Wondr by BNI mobile banking consumers. By using the SmartPLS 3.0 analysis tool by looking at the PLS algorithm and also bootstrapping as a support for research results.

Based on the results of the research findings, the value of the descriptive analysis of each indicator was obtained below the smallest value is the informativeness indicator, therefore BNI Bank needs to further improve interactive and informative features on social media to maintain user engagement. Interesting and relevant content must be developed for consumer attention and build their interest in mobile banking services.

Keyword: Mobile banking, Hierarchy of Effect model, Cognitive stages, Social media, Consumer