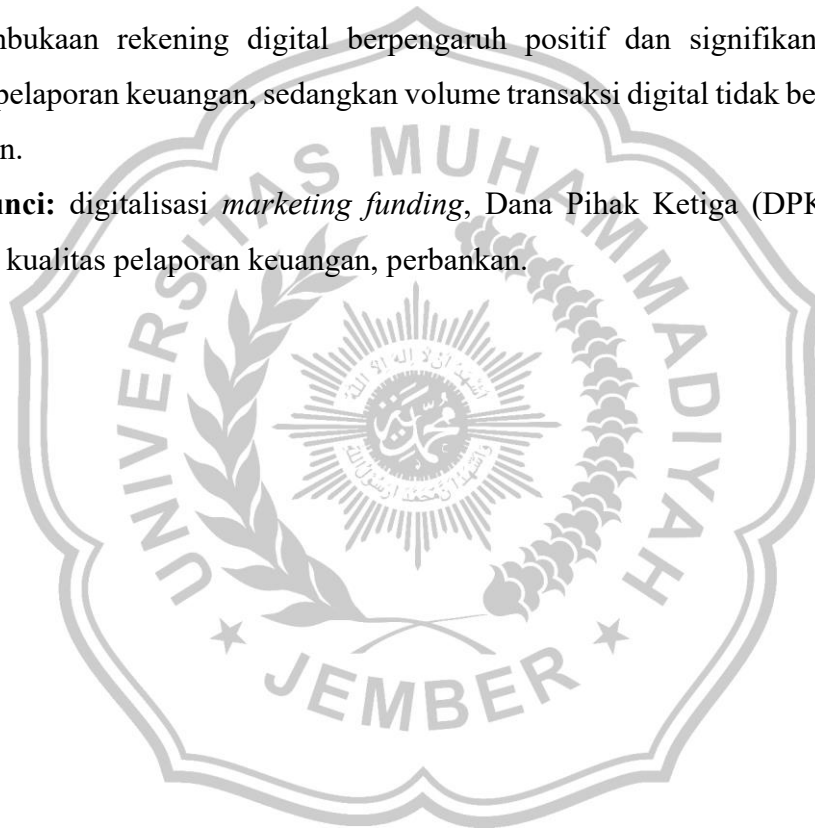


ABSTRAK

Penelitian ini menganalisis pengaruh digitalisasi *marketing funding* terhadap kualitas pelaporan keuangan simpanan (*deposits*) pada PT Bank Negara Indonesia (Persero) Tbk dengan pendekatan kuantitatif menggunakan analisis regresi linier berganda. Digitalisasi diukur melalui jumlah pengguna *mobile banking*, volume transaksi digital, nilai transaksi digital, dan pembukaan rekening digital. Hasil penelitian menunjukkan bahwa pengguna *mobile banking*, nilai transaksi digital, dan pembukaan rekening digital berpengaruh positif dan signifikan terhadap kualitas pelaporan keuangan, sedangkan volume transaksi digital tidak berpengaruh signifikan.

Kata kunci: digitalisasi *marketing funding*, Dana Pihak Ketiga (DPK), *mobile banking*, kualitas pelaporan keuangan, perbankan.



ABSTRACT

This study analyzes the impact of marketing funding digitalization on the quality of deposit financial reporting at PT Bank Negara Indonesia (Persero) Tbk using a quantitative approach and multiple linear regression analysis. Digitalization is measured by mobile banking users, digital transaction volume, digital transaction value, and digital account opening. The results show that mobile banking users, digital transaction value, and digital account opening have positive and significant effects on reporting quality, while digital transaction volume has no significant effect.

Keywords: *digital marketing funding, Third Party Funds (TPF), mobile banking, financial reporting quality, banking.*

