

## **The Intervening Role of Corporate Image in The Influence of Social Media Promotion and E-WOM on Customer Satisfaction**

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### **Abstract**

Objective done study This is for know the intervening role of Corporate Image in Influence of Social Media Promotion and Electronic Word of Mouth on Customer Satisfaction. Type study implementing field research with approach quantitative. Primary data obtained from results distribution questionnaire used in study this. Sample research of 96 respondents and rounded up to 100 respondents with formula lameshow. Capture technique samples used that is Purposive Sampling technique. Data analysis techniques using validity tests, reliability tests, and assumption tests classical (normality test, multicollinearity test, heteroscedasticity test), path analysis test, Sobel test, hypothesis test (t test and  $r^2$  test).

Research result This obtained that : Social Media Promotion is influential and significant on Customer Satisfaction; Electronic Word of Mouth has a significant influence on Customer Satisfaction; Corporate Image has a significant influence On Customer Satisfaction; Social Media Promotion has a significant influence towards Corporate Image; Electronic Word Of Mouth has a significant influence on Corporate Image; Social Media Promotion is influenced Good in a way direct and No direct towards Customer Satisfaction as consequence From Corporate Image, Electronic Word Of Mouth is influenced Good in a way direct and No direct towards Customer Satisfaction as consequence from Corporate Image.

**Kata Kunci:** Social Media Promotion, Electronic Word of Mouth, Customer Satisfaction, Corporate Image.

### **Introduction**

Indonesian economy today This Keep going experience improvement even so with institution banking. This is caused by institution banking has penetrate to modern life and become things that are not avoidable (Andini et al., 2023). Islamic bank present as one of the intermediary in the process of Indonesian development with the implementation of the Banking Law In 1998, and the institution Islamic (Nazir et al., 2025) banking. This strengthened on February 1, 2021 when Bank Nasional Indonesia (BNI) Syariah, Bank Rakyat Indonesia (BRI) Syariah and Bank Mandiri Syariah merged become Bank Syariah Indonesia (hereinafter written by BSI). That done use push performance National scale Islamic banking with the hope of this Indonesian nation later can become center economics and finance world (Rozza & Salsabila, 2024). Sharia with existence very strategic contribution said, then BSI needs to own method accurate in market the product so that it does not eroded with the existing cycle of time and so as not to lost competition with

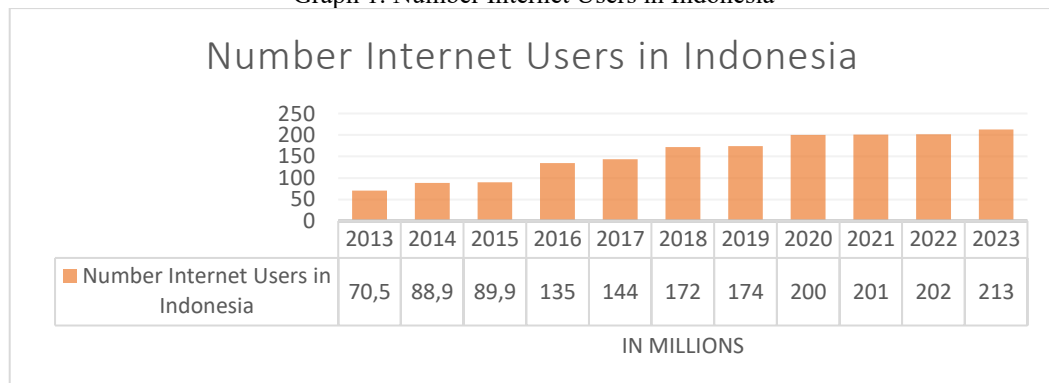
competitors other (I. Rahmawati, 2021). No only In addition, the target of merging 3 banks into BSI is also supported because of the desire to reach level satisfaction high customer base in order to be able to achieve BSI targets, improve BSI profitability and building BSI's positive image in the eyes public (Basten & Malik, 2025).

Table 1. Top 10 Best Banks in Indonesia

Order Ranking	Type of Bank	Amount Employee
1	Bank Central Asia	24.603
2	DBS Bank Indonesia	30.000
3	Mandiri Bank	37.448
4	United Overseas Bank	25.466
5	Bank Syariah Indonesia	20.000
6	Citibank	210.000
7	Jago Bank	255
8	BCA Syariah	581
9	HSBC Holdings	226.000
10	State Bank of Indonesia	27.202

Based on data released by the magazine Fobes, delivered that BSI occupies ranked 5th in “Top 10 Best Banks in Indonesia” category in July 2022. Assessment This based on 5 metrics which include satisfaction general, fees, digital services, trust and financial advice. Determining the bank that enters in this list done through survey to more of 45.000 bank customers worldwide. Evaluation results collected based on scores achieved, the number of active banks in the country, and the population of each. BSI gets ranked 5th with amount employee around 20.000 people. Although assessed new standing, BSI can enter in ranking of the top 5 best banks in Indonesia. Quoting release Officially, BSI President Director Hery Gunardi convey that the achievements achieved by BSI are reference For shake diverse innovation new, like such as the *sustainable finance* agenda or economic program village, resilience food, partisanship to MSMEs and play a role active and at the forefront push acceleration economy national ( <https://goodstats.id> ).

Graph 1. Number Internet Users in Indonesia



According to data launched by *We Are Social*, it appears Internet users in Indonesia are increasing increase every year. This is signify that development business especially BSI which utilizes existence progress technology through channel This suitable For used in the era moment This (Mishra et al., 2025).

Because there are many convenience that will be available in the future will felt by BSI in utilization and use of social media in promotion, service and activity operational banking other (Putri Nur Syafitri Lubis & Onan Marakali Siregar, 2025).

Based on background the back that has been is presented, then writer interested for lift topic about study this with title : "**The Role of Intervening Corporate Image in influence Social Media Promotion and E-WOM on Customer Satisfaction**". This is very interesting and important for examined, considering development and increasing competition fierce in the world of financial institutions in Indonesia as well as find out how how BSI can Keep going give satisfaction to all customers its users and remains exist as well as own image positive, with support progress technology in the current digital era.

## Methods

### Research Design

The type of research used in this research is field research, where the researcher conducts direct or indirect contact with respondents using a quantitative research approach (Fadilla et al., 2024).

### Participants

Study This use population No known. This is due to object his research covers BSI customers in the region Ex Residency Pekalongan, with using formula Lemeshow (Lemeshow et al, 1997). As for the method determination the sample is as following :

$$n = \frac{Z^2 \times P \times (1-P)}{d^2}$$

Other :

n = Sum h Sample

Z = Z in the maximum score 95 % = 1.96 %

P = Max. Estimate = 0.5

d = alpha (0.10) = 10%

Based on formula above, then amount samples taken in study This is :

$$\begin{aligned} n &= \frac{1,96^2 \times 0,5 \times (1-0,5)}{0,1^2} \\ &= \frac{3,814 \times 0,25}{0,01} = 96,04 \rightarrow \mathbf{100} \text{ Responden} \end{aligned}$$

### Research Procedures

This research apply *sampling* technique through non *probability sampling* by using *Purposive* Sampling technique. There are general criteria that the author uses in his research and this is his rationale :

1. Respondents must status as BSI customers.
2. Respondents domiciled in the former Residency area Pekalongan.
3. Respondents is BSI customers who have feel BSI services with range 6 months time until to the top (Fatma & Khan, 2025).

**Data Collection Technique(s)**

The data collection method applied in this research is distributing questionnaires with a Likert Scale (Alam et al., 2025). As for sk ala Likert scale used in research This :

Table 2. Measurement Scale

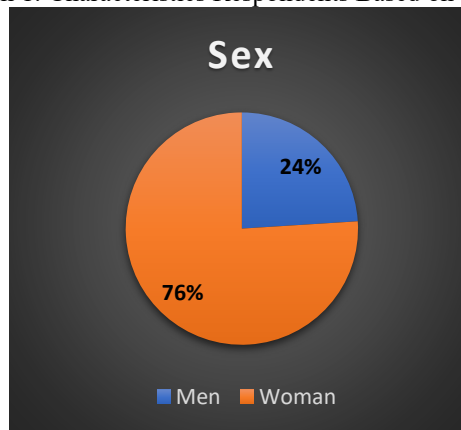
Strongly Disagree (STS)	The value = 1
Disagree (TS)	The value = 2
Disagree ( KS )	The value = 3
Agree (S)	The value = 4
Strongly Agree (SS)	The value = 5

**Data Analysis Technique**

The data analysis process in this study used SPSS (Statistical Product and Service Solution). The data or information obtained was analyzed through several stages of testing, starting from the Internal Quality Test, Classical Assumption Test, Path Analysis, Hypothesis Test, and Coefficient of Determination Test (Mujiono, 2018).

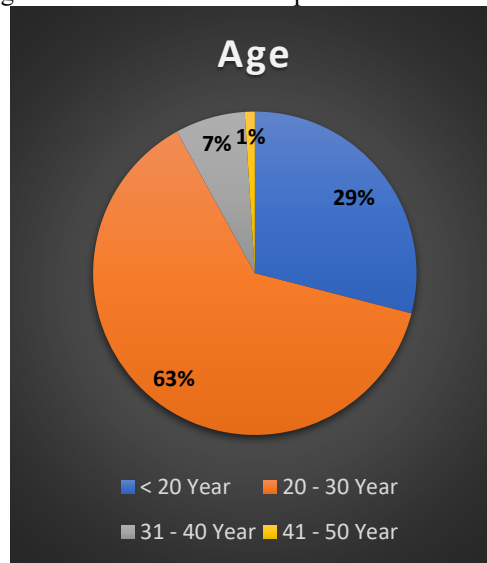
**Results**

Diagram 1. Characteristics Respondents Based on Type Sex



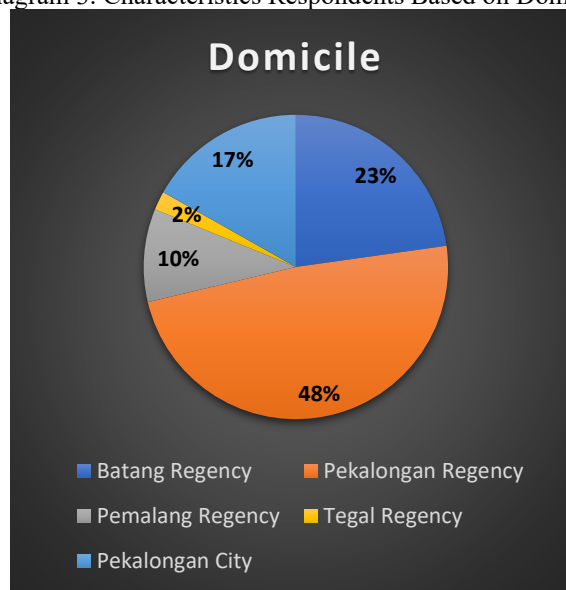
Characteristics respondents based on type sex BSI customers in study This dominated Woman with a total of 76 customers (76%).

Diagram 2. Characteristics Respondents Based on Age



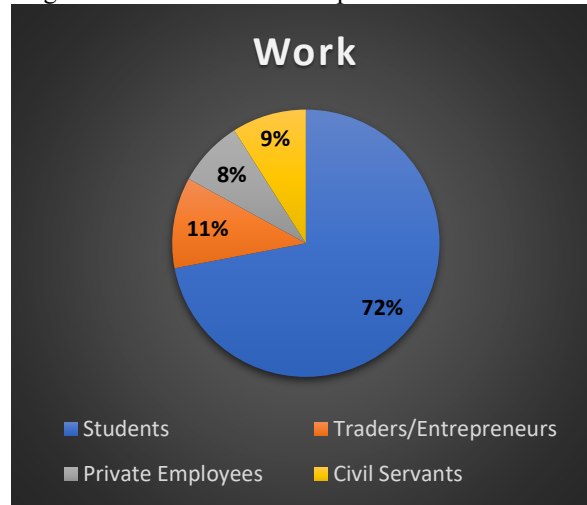
Characteristics respondents based on age of BSI customers in study This dominated customers with range age 21-30 years as many as 63 customers (63%).

Diagram 3. Characteristics Respondents Based on Domicile



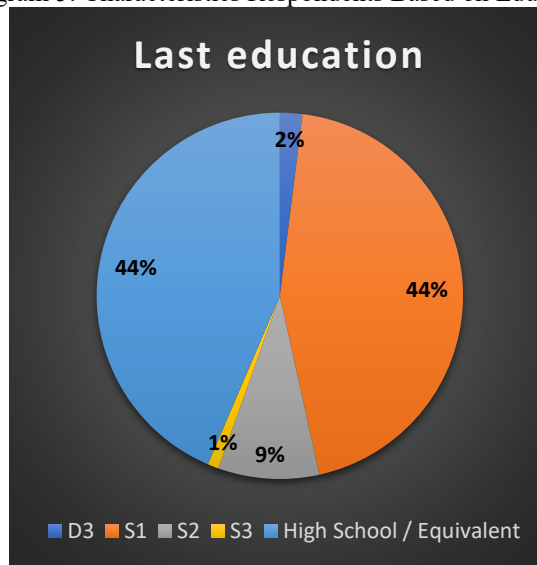
Characteristics respondents based on domicile BSI customers in study This dominated Pekalongan Regency as many as 48 customers (48%).

Diagram 4. Characteristics Respondents Based on Work



Characteristics respondents based on work BSI customers in study This dominated students as many as 72 respondents (72%).

Diagram 5. Characteristics Respondents Based on Education



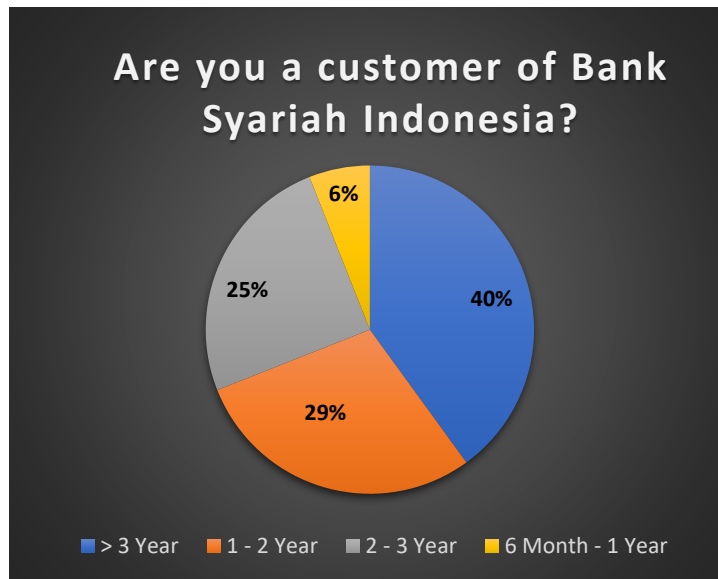
Characteristics respondents based on education BSI customers in study This dominated by S1 as many as 44 respondents (44%) and high school / equivalent as many as 44 respondents (44%).

Diagram 6. Characteristics Respondents Based on Position BSI Customers



Based on whether become BSI customers or No can known that respondents answer Yes as many as 100 respondents (100%) can known that all over respondents in study This is those who become BSI customers.

Diagram 7. Characteristics Respondents Based on the length of time to become BSI Customers



Characteristics respondents based on the length of time BSI customers in study This dominated respondents who became BSI customers > 3 years as many as 40 respondents (40%).

Table 3. Validity Test

Variables	Statement	R count
<i>X1</i>	X1.1	0,750
	X1.2	0,775
	X1.3	0,767
	X1.4	0.393
<i>X2</i>	X2.1	0,855
	X2.2	0.793

	X2.3	0,847
Y	Y.1	0.572
	Y.2	0.681
	Y.3	0,554
	Y.4	0,586
	Y.5	0.612
	Y.6	0,487
	Y.7	0,348
Z	Z.1	0,581
	Z.2	0.477
	Z.3	0.725

Validity Test in study This use level significant 5%. If  $r \text{ count} > r \text{ table}$  where the degree of freedom (df) =  $n-2$ , namely  $100-2=98$ , then the data is considered valid and the resulting  $r$  table namely 0.1966. Based on table 3 can concluded that all statement items in study this is valid (Mahdieh et al., 2024).

Table 4. Test Reliabilitas

Variabel	Cronbach Alpha
X1	0,631
X2	0,780
Y	0,622
Z	0,676

Based on table 4 can delivered that all variables in study This each has its own value *Cronbach alpha* > 0.60 then can concluded that all statement items the reliable (Febrilia et al., 2024).

Table 5. Normality Test through *Kolmogorov-Smirnov* with Y as Variables Dependent

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Standard Deviation	2,41550567
Most Extreme Differences	Absolute	,075
	Positive	,047
	Negative	-,075
Test Statistic		,075
Asymp. Sig. (2-tailed)		,085 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Data is considered normal in the normality test . if significance > 0.05(Rofi'i et al., 2023). Based on table 5, it is known that the results of the data that has been processed normally distributed, because  $0.085 > 0.05$ .

Table 6. Normality Test through *Kolmogorov-Smirnov* with Z as Variables Dependent

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Standard Deviation	1.66111095
Most Extreme Differences	Absolute	,081
	Positive	,046
	Negative	-,081
Test Statistic		,081
Asymp. Sig. (2-tailed)		,292 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Data is considered normal in the normality test if significance > 0.05. Based on table 5, it is known that the results of the data that has been processed normally distributed, because 0.085 > 0.05.

Table 7. Multicollinearity Test of X1, X2 and Z against Y

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,617	1,160		2.256	,025		
	Sosial Media promotion	,307	,084	,191	3,657	,000	,516	1,938
	Electronic Word of Mouth	,612	,073	,453	8,368	,000	,483	2,071
	Corporate Image	,526	,097	,315	5,434	,000	,422	2,371

a. Dependent Variable: Customer Satisfaction

Table 8. Multicollinearity Test of X1 and X2 against Y

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,297	,838		2,743	,007		
	Sosial Media promotion	,375	,056	,391	6,735	,000	,635	1,575
	Electronic Word Of Mouth	,370	,047	,457	7,874	,000	,635	1,575

a. Dependent Variable: Corporate Image

Multicollinearity test it is said free symptom If tolerance value > 0.10 and VIF / *Variance Inflation Factor* value < 10 (Lufna Salsabila & Rozza, 2022). Based on tables 11 and 12, can seen For VIF value below 10 and value Tolerance > 0.1. Then can it is said that both regression models the No There is symptom Multicollinearity.

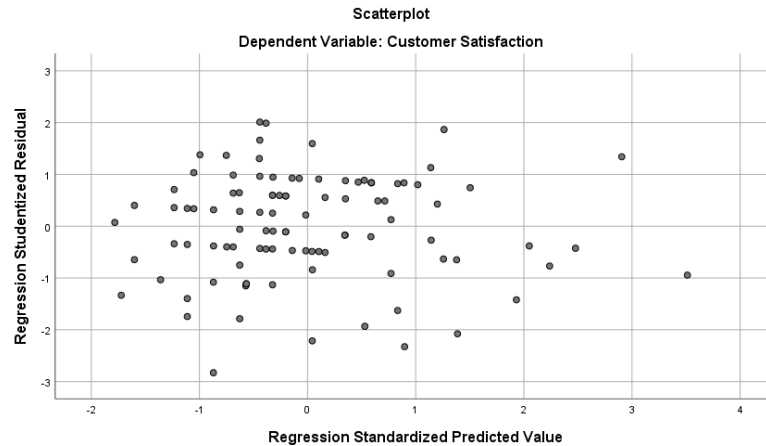


Figure 4. Scatterplot test of X1, X2 and Z against Y

Based on Figure 1 can seen that dot, dot, dot spread in a way random above and below numbers 0 and no form something pattern certain, so that can concluded that No there is heteroscedasticity in the regression model This (Hasan et al., 2025).

Table 9. Glejser Test the influence of X1, X2 and Z on Y

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,297	,799		4,126	,000		
	Social Media Promotion	-,066	,058	-,112	-1,139	,256	,516	1,938
	Electronic Word Of Mouth	-,033	,050	-,067	-,656	,513	,483	2,071
	Corporate Image	,016	,067	,026	,240	,811	,422	2,371

a. Dependent Variable: ABS RES1

And to emphasize No occurrence symptom heteroscedasticity in the regression model, then the next test was carried out use statistical analysis methods *Glacier* (Fairuz Fauzan et al., 2025). From the table above, level significance above 5% which is the case the to interpret that in the regression model in the study this is also not there is existence symptom Heteroscedasticity .

Table 10. Glejser Test the influence of X1 and X2 on Z

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,508	,496		3,042	,0 03		
	Social Media Promotion	-,055	,033	-,149	-1,676	,095	,635	1,575
	Electronic Word Of Mouth	,033	,028	-,104	1,176	,241	,635	1,575

a. Dependent Variable: ABS RES2

Other results also show No happen existence symptom Heteroscedasticity namely in the Glejser Test in table 14. From the table above, level significance above 5% which is the case the to interpret that in the regression model in the study this is also not there is existence symptom Heteroscedasticity.

### Substructure Path Analysis I

Table 11. Substructure Path Coefficient I

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,617	1,160		2,256	,0 25		
	Social Media Promotion	,307	,084	,191	3,657	,000	,516	1,938
	Electronic Word Of Mouth	,612	,073	,453	8,368	,000	,483	2,071
	Corporate Image	,526	,097	,315	5,434	,000	,422	2,371

a. Dependent Variable: Customer Satisfaction

Based on table above , then equation in substructure I as following :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_1$$

$$Y = 2,617 + 0,307X_1 + 0,612X_2 + 0,526X_3 + 0,281.....( I )$$

Equality the show that :

1. Constant Result equation I is positive, with the result of 2,617 is shown with mark variable Y before influenced by variables X1, X2 and Z.
2. The result of the equation regression The resulting (  $\beta_1$  ) variable X1 is 0.307 with results positive. This means every increase 1 point variable X1,

- p the will increase Satisfaction Customer of 0.307 (30.7%) with influenced by variables other valuables constant.
3. The result of the equation regression The resulting (  $\beta 2$  ) variable X2 is 0.612 with results positive.
  4. The result of the equation regression resulting (  $\beta 3$  ) variable Z is 0.526 with results positive.
  5. Standard Error of Structure I (e1) is variants Customer Satisfaction variables that are not explained by variables X1, X2 and Z. The size Error in Structure equality First Can searching for through through Coefficient Test Results Determination of the equation Substructure First under :

Table 12. Coefficient Results Determination Equation I

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	, 850 <sup>a</sup>	, 723	, 719	2, 269
a. Predictors: (Constant) , Social Media Promotion , Electronic Word Of Mouth, Corporate Image.				

Based on table above, it is obtained Coefficient Test Results Determination equality first. The size Standard Error First or  $e1 = \sqrt{(1 - R^2yx3x1x2)}$ ,= This  $\sqrt{1 - 0,719} = 0,281$ . Value  $R^2yx3x1x2$ is obtained from the results of the Determination Coefficient of Equation 1 in the Adjusted R-Square column.

### Substructure Path Analysis II

Table 13. Substructure Path Coefficient II

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,297	,838		2,743	,007		
	Social Media Promotion	,375	,056	,391	6,735	,000	,635	1,575
	Electronic Word of Mouth	,370	,047	,457	7,874	,000	,635	1,575
a. Dependent Variable: Corporate Image								

Based on table above , then equation in substructure II as following :

$$Z = \alpha + \beta 4X1 + \beta 5X2 + e2$$

$$Z = 2,297 + 0,375X1 + 0,370X2 + 0,426.....( II )$$

Equality the show that :

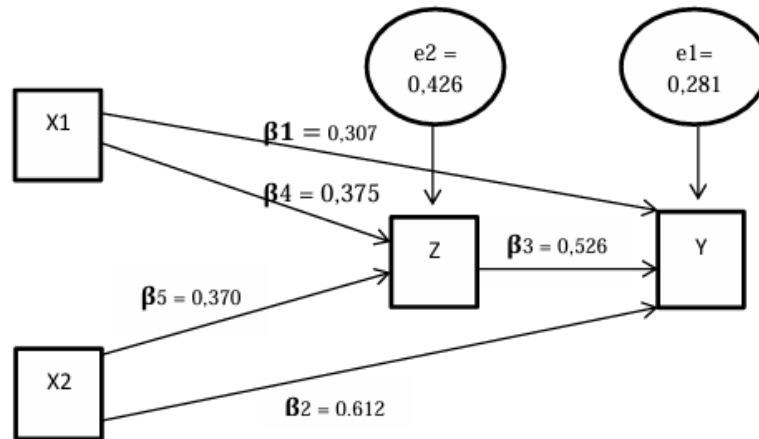
1. Constant equation II has the result is 2,297 which is the case show that Z value before influenced by variables X1 and X2 is positive.

2. The result of the equation regression The resulting (  $\beta_4$  ) variable X1 is 0.375 with results positive. With Thus, every There is increase 1 point variable X1, then matter the will increase Satisfaction Customer of 0.375 (37.5%) with influenced by variables other valuables constant.
3. The result of the equation regression The resulting (  $\beta_5$  ) variable X2 is 0.370 with results positive.
4. Standard Error of Structure II (e2) is variants variables Z who does not explained by variables X1 and X2 . The magnitude Error Structure equality second Can searching for through Coefficient Test Results Determination of the equation Substructure second under :

Table 14. Coefficients Determination Equation II

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,760 <sup>a</sup>	,578	,574	1,670
a. Predictors : (Constant), Social Media Promotion , Electronic Word Of Mouth .				

Based on table above, it is obtained Coefficient Test Results Determination equality first. The size Standard Error second or e2 is =  $\sqrt{(1 - R^2_{yx3x1x2})} = \sqrt{1 - 0,574} = 0,426$ . Mark  $R^2_{yx3x1x2}$  This is obtained from the results of the Determination Coefficient of Equation 2 in the Adjusted R-Square column.



Substructure Path Analysis Model I & II

**X1 Influence Against Y Through Z as Intervening Variables**

It is known results from variable X1 has an influence direct to Y through Z as Intervening Variables with results  $\beta_4 = 0.375$  as the Coefficient value and 0.000 as its Significance Value. It is also known that the value  $\beta_3 = 0.526$  as the Coefficient Value and 0.000 as its Significance Value. Produced mark influence No directly with method multiply the value contained in the Path  $\beta_4$  Coefficient with the value contained in the Path Coefficient,  $\beta_3$  namely  $0.375 \times 0.526 = 0.197$ . So

can known results that show influence No direct from variables *X1* to *Y* through *Z* as The intervening variable is of 0.197 ( **19.7%**).

**The Influence of X2 on Y Through Z as Intervening Variables**

It is known results from variable *X2* has an influence direct against *Y* through *Z* as Intervening Variables with results  $\beta_5 = 0.370$  as the coefficient value and 0.000 as its significance value. It is also known that the value  $\beta_3 = 0.526$  as the coefficient value and 0.000 as its significance value. The result is mark influence No directly with method multiply the value contained in the Path  $\beta_5$  Coefficient with the value contained in the Path Coefficient,  $\beta_3$  namely  $0.370 \times 0.526 = 0.195$ . So that the results can be seen which show the indirect influence of variable *X2* against *Y* through *Z* as The intervening variable is of 0.195 ( **19.5%**).

How to find out influence What is *Z* mediation capable or No mediate influence from Variable *X1* against *Y*, then use *Sobel Test* as following :

$$\begin{aligned} Sp_{2p3} &= \sqrt{p_3^2 \cdot SP_2^2 + P_2^2 \cdot SP_3^2 + SP_2^2 \cdot SP_3^2} \\ &= \sqrt{(0.526)^2 \times (0.056)^2 + (0.375)^2 \times (0.084)^2 + (0.056)^2 \times (0.084)^2} \\ &= \sqrt{(0.2766 \times 0.0031) + (0.1406 \times 0.0070) + (0.0031 \times 0.0070)} \\ &= \sqrt{(0.000857) + (0.000984) + (0.000021)} \\ &= \sqrt{0.001862} \\ &= 0.043 \end{aligned}$$

Information :

P2 : Independent Variable Coefficient	Sp2 : Standard Error of Coefficient 1
P3: Mediating Variable Coefficient	Sp3 : Standard Error of Coefficient 2

Got it results From the Sobel test,  $Sp_{2p3}$  can be counted t-value statistics influence Mediation with formula :

$$\begin{aligned} t &= p_{2p3} : Sp_{2p3} \\ &= 0.197 : 0.043 \\ &= 4,581 \end{aligned}$$

It is known results from the Sobel test above is 4.581 ( $t_{count}$ ) > 1.983 ( $t_{table}$ ). From this the Can We interpret that obtained positive and significant results with level significance of 5%. So can withdrawn conclusion that there is intervening influence of variable *X1* through *Z* against *Y*.

How to find out influence Mediation *Z* whether capable or No mediate influence from Variables *X2* to *Y* so using the Sobel Test as following :

$$\begin{aligned} Sp_{2p3} &= \sqrt{p_3^2 \cdot SP_2^2 + P_2^2 \cdot SP_3^2 + SP_2^2 \cdot SP_3^2} \\ &= \sqrt{(0,526)^2 \times (0,047)^2 + (0,370)^2 \times (0,073)^2 + (0,047)^2 \times (0,073)^2} \\ &= \sqrt{(0,2766 \times 0,0022) + (0,1369 \times 0,0053) + (0,0022 \times 0,0053)} \\ &= \sqrt{(0,000608) + (0,000725) + (0,000011)} \\ &= \sqrt{0,001344} \\ &= 0,036 \end{aligned}$$

Got it results From the Sobel test,  $Sp_{2p3}$  can be counted t-value statistics influence Mediation with formula :

$$\begin{aligned}
 t &= p2p3 : Sp2p3 \\
 &= 0.195 : 0.036 \\
 &= 5,417
 \end{aligned}$$

It is known results from the Sobel Test is 5.388 ( $t_{count}$ ) > 1.983 ( $t_{table}$ ). From this the Can We interpret that obtained positive and significant results with level significance of 5%. So can withdrawn conclusion that there is intervening influence of variables  $X_2$  through  $Z$  to  $Y$ .

**Coefficient Determination of  $X_1$ ,  $X_2$  and  $Z$  Against  $Y$**

Table 15. Coefficient Determination of  $X_1$ ,  $X_2$  and  $Z$  Against  $Y$

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,850 <sup>a</sup>	,723	,719	2,269
a. Predictors: (Constant), Sosial Media Promotion, Electronic Word Of Mouth.				
b. Dependent Variable: Customer Satisfaction				

Coefficient Determination used For see ability Variables Free in explain Variables Bound. If mark from *Adjusted R Square* approach one (1), then Variables Free can give almost all required information in predict Variations on Variables Bound. Based on table above, it is known that Coefficient Determination has an Adjusted R Square of 0.719. This is means that There is approximately 71.9% of the influence of  $Y$  can be explained by variables  $X_1$ ,  $X_2$  and  $Z$ .

**Coefficient Determination of  $X_1$  and  $X_2$  with respect to  $Z$**

Table 16. Coefficient Determination of  $X_1$  and  $X_2$  Against  $Z$

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,760 <sup>a</sup>	,578	,574	1,670
a. Predictors: (Constant), Electronic Word Of Mouth, Social Media Promotion ,				
b. Dependent Variable: Corporate Image				

Based on table above, it is known that Coefficient Determination has an Adjusted R Square of 0.574. This is means that There is approximately 57.4% influence  $Z$  that can explained by Variables  $X_1$  and  $X_2$ .

**Discussion**

**The effect of  $X_1$  on  $Y$**

Based on results research, it is known that in the t-test that has been processed obtained results variables *Social Media Promotion* ( $X_1$ ) shows that mark  $t_{count}$  (12,868) >  $t_{table}$  (1.983). The value of the path  $X_1$  against  $Y$  is amounting to 1,084. Meanwhile mark Significance count it is 0.000 < 0.05 (Significance at delta 5%). With results said, can concluded that hypothesis First in study This accepted. Or in other words there is positive and significant influence in a way direct from variables *Social Media Promotion* to *Customer Satisfaction* (Sari & Putri, 2025). This means that *Social Media Promotion* at BSI is factor important in determine how much big level Satisfaction Customer to product and services offered by BSI

(Aprila et al., 2025). This means *Social Media Promotion* at BSI can accepted by society. The existence of *Social Media Promotion* that has been determined by BSI, many interested community For use the products it offers (P. Rahmawati et al., 2025). Those who are interested with the products offered by BSI also feel satisfied will system advertising used, such as Applied context in frame A information used (Abbasi et al., 2024). No only that, easy communication absorbed by customers, Collaboration between bank and customer as well as easy connection For can connected between customers and BSI participate help increasing satisfaction customers (Refita Ayu Kumala Dewi & Sri Padmantlyo, 2025). So that from matter said, can increase existence satisfaction customers from side *Social Media Promotion* that he did. This is what states that *Social Media Promotion* influential in a way direct to Satisfaction BSI Customers.

### **The effect of X2 on Y**

Based on results research, it is known that in the t-test that has been processed obtained results E-WOM variable (X2) shows that mark t-count (17.919) > t-table (1.983). The value of the X2 path against Y is amounting to 1,064. Meanwhile mark Significance count it is  $0.000 < 0.05$  ( Significance at delta 5%). With results said, can concluded that hypothesis second in study This accepted. Or in other words there is positive and significant influence in a way direct from E-WOM variables on Customer Satisfaction. The results Can explained that E-WOM can give something influence direct to satisfaction customers at BSI (Nuseir et al., 2023). Assessment the results of the E-WOM variable test were measured through several indicators used use know answer respondents related to E-WOM, including quality, quantity, and expertise sender (Bellyana Octavia & Pramono, 2024). And the results study This in line with study Febriantika (2021) did research that found results that (E-WOM) has an influence positive towards Customer Satisfaction (Febriantika, 2021).

### **Z's influence on Y**

Based on results research, it is known that in the t-test that has been processed obtained results Corporate Image variable (Z) shows that mark t<sub>count</sub> (16.264) > t<sub>table</sub> (1.983). The value of the Z path against Y is amounting to 1,265. Meanwhile mark Significance count it is  $0.000 < 0.05$  ( Significance at delta 5%). With results said, can concluded that hypothesis third in study This accepted. Or in other words there is positive and significant influence in a way direct from Corporate Image variable on Customer Satisfaction. Assessment of the corporate image variable test on customer satisfaction is measured through seven indicator that is quality service, reputation, location, expectations customers, recommendations from others, quality products and loyalty (Gudlaugsson & Theodorsson, 2025). This matter prove that all over indicators used can give positive influence with acquisition answer and research this is also in line with research conducted by Wijanarko et al., (2020 ) conducted study find results that own influence Positive Corporate Image towards Customer Satisfaction (Wijanarko & Krisnawati, 2020).

### **The effect of X1 on Z**

Based on results in research, it is known that in the t-test that has been processed obtained results Social Media Promotion variable (X1) shows that mark  $t_{\text{count}} (12.612) > t_{\text{table}} (1.983)$ . The value of the X1 path against Z is of 0.641. Meanwhile mark Significance count it is  $0.000 < 0.05$  ( Significance at delta 5%). With results said, can concluded that hypothesis fourth in study This accepted. Or in other words there is positive and significant influence in a way direct from Social Media Promotion variables on Corporate Image. In study This obtained data that states that the social media promotion variable can give positive influence towards corporate image (Fairuz Fauzan et al., 2025). Because with the existence of social media promotion give convenience for customers For know related image company (Alqasa & Khaled Mohammed Ahmed, 2023). With various indicators used and used various statement . Research This measured with a number of indicators and shows results influential and significant, so that study This in line with research conducted by Sofiaty et al., (2022) conducted research that found results that Social Media Promotion has influence positive towards Corporate Image (Sofiaty et al., 2022).

### **The effect of X2 on Z**

Based on results in research, it is known that in the t-test that has been processed obtained results E-WOM variable (X2) shows that mark  $t_{\text{count}} (13.549) > t_{\text{table}} (1.983)$ . The value of the X2 path against Y is of 0.561. Meanwhile mark Significance count it is  $0.000 < 0.05$  ( Significance at delta 5%). With results said, can concluded that hypothesis fifth in study This accepted. Or in other words there is positive and significant influence in a way direct from E-WOM variables on Corporate Image. According to the data obtained so known that a number of indicators used in E-WOM variables become proof that there is influence between variables used. E- WOM becomes alternative public in convey various the information he obtained, before existence social media and digital smartphones such as Now public using E-WOM as a delivery medium information (Dangaiso et al., 2024). So known that all statement items and indicators used can give good results.

### **The effect of X1 through Z on Y**

Based on results testing above which states existence positive and significant influence between Social Media Promotion variables on Customer Satisfaction through Corporate Image as Intervening Variables with level significance variables below 0.05. Influence value direct The effect of the Social Media Promotion variable on Customer Satisfaction is 30.7%. Meanwhile, mark influence No direct The effect of Social Media Promotion on Customer Satisfaction through Corporate Image is 19.7%. This show that mark influence direct more big than the value influence No directly . Based on results in research, it is known that in the t-test and Sobel test that have been processed obtained results Social Media Promotion variable (X1) shows that mark  $t\text{-count} (4.581) > t\text{-table} (1.983)$ . Meanwhile mark Significance count it is  $0.000 < 0.05$  ( Significance at delta 5%). With results said, can concluded that hypothesis sixth in study This accepted. Or in

other words there is positive and significant influence in a way No direct from Social Media Promotion variables on Customer Satisfaction through Corporate Image as Intervening variables.

The results show that with the existence of social media promotion can give impact to customers For become BSI customers in particular in term long time Because services and promotions provided can interesting interest customers and make customers satisfied and give rise to self - satisfaction its customers ( Lutfiah et al., 2022). With answer respondents who almost overall answer agree on every question item show that study This give positive impact use know How characteristics BSI customers in the former Residency Pekalongan.

### The effect of X2 through Z on Y

Based on results testing above which states existence positive and significant influence between E-WOM variables on Customer Satisfaction through Corporate Image as Intervening Variables with level significance variables below 0.05. Influence value direct The effect of the E-WOM variable on Customer Satisfaction is 61.2%. Meanwhile, mark influence No direct variables The effect of E-WOM variable on Customer Satisfaction through Corporate Image is 19.4%. This show that mark influence direct more big than the value influence No directly . Based on results in research, it is known that in the t-test and Sobel test that have been processed obtained results E-WOM variable (X2) shows that mark  $t_{\text{count}} (5.388) > t_{\text{table}} (1.983)$ . Meanwhile mark Significance count it is  $0.000 < 0.05$  ( Significance at delta 5%). With results said, can concluded that hypothesis seventh in study This accepted. Or in other words there is positive and significant influence in a way No direct from E-WOM variables on Customer Satisfaction through Corporate Image as Intervening variables.

Influence between variables used give positive answers and make reference for BSI related characteristics the respondents (Fadilla et al., 2024). Through E-WOM, help disseminate various the information it has, with delivery good information so can create interest customers and create satisfaction for self customers Alone (Utkutug & Yildiz, 2025). With existence intervening variables such as corporate image can also know How view customers related with image company ( Nurmil et al., 2025) .

### Conclusion

1.  $X1$  in a way direct influence  $Y$ , with mark  $t_{\text{count}} (12,868) > t_{\text{table}} (1.983)$  and level significance count  $0.000 < 0.05$ , then **H1 is accepted** .
2.  $X2$  in direct influence  $Y$  with results mark  $t_{\text{count}} (17.919) > t_{\text{table}} (1.983)$  and level significance count  $0.000 < 0.05$ , then **H2 is accepted** .
3.  $Z$  in a way direct influence  $Y$  with results mark  $t_{\text{count}} (16,264) > t_{\text{table}} (1.983)$  and level significance count  $0.000 < 0.05$ , then **H3 is accepted** .
4.  $X1$  in a way direct affect  $Z$ , with mark  $t_{\text{count}} (12.612) > t_{\text{table}} (1.983)$  and level significance count  $0.000 < 0.05$ , then **H4 is accepted** .
5.  $X2$  in direct affect  $Z$ , with mark  $t_{\text{count}} (13,549) > t_{\text{table}} (1.983)$  and level significance count  $0.000 < 0.05$ , then **H5 is accepted** .
6.  $X1$  in a way No also directly affects  $Y$  through  $Z$  as Intervening Variable , with mark  $t_{\text{count}} (4.581) > t_{\text{table}} (1.983)$  and level significance count  $0.000 <$

- 0.05. And the percentage mark influence  $X1$  to  $Y$  through  $Z$  as The intervening variable is of 19.7%, then **H6 is accepted** .
7.  $X2$  in No also directly affects  $Y$  through  $Z$  as Intervening Variable , with mark  $t_{count} (5.417) > t_{table} (1.983)$  and level significance count  $0.000 < 0.05$ . And the percentage mark the influence of  $X2$  on  $Y$  through  $Z$  as The intervening variable is of 19.5%, then **H7 is accepted** .

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