

ABSTRACT

A country's economy can develop largely thanks to financial institutions known as banking. The Financial Services Authority defines banking as everything related to banks, including institutions, commercial businesses and operating procedures. This research aims to determine the influence of service quality, social media marketing and customer engagement on financing decisions at Bank Syariah Indonesia (BSI) and to determine the influence of service quality and social media marketing on customer engagement at Bank Syariah Indonesia (BSI). The object of this research is Bank Syariah Indonesia (BSI) Semarang City Branch. The sample for this research consisted of 133 customers from a population of 200 customers. The research method used is a quantitative method using SEM PLS data analysis. The research results show that service quality, social media marketing and customer engagement influence financing decision making at Bank Syariah Indonesia (BSI) in Semarang City and service quality, social media marketing influence customer engagement at Bank Syariah Indonesia (BSI) in Semarang City.

Keywords: *Service Quality, Social Media Marketing, Customer Engagement, Financing Decisions, Sharia Banking*