

## ABSTRACT

*The trend of digital banks and challenger banks such as Bank Jago as a new neobank in Indonesia in educating their customers on social media has several advantages, but there needs to be research that looks at the extent to which customer education can influence user preferences. As a form of content marketing, the #BersamaKitaJago segmented content on Bank Jago social media aims to inform, educate and promote Bank Jago products and services, as well as inviting the public to use Bank Jago as daily financial assistance.*

*The method used in this research is quantitative with descriptive and causal research types. The population in this research are respondents who follow Bank Jago's Instagram. Sampling used a purposive sampling technique with a total of 280 respondents. The data analysis techniques used in this research are descriptive analysis, classical assumption testing and multiple linear regression analysis.*

*The results of multiple linear regression analysis state that Instagram social media education and the integrity of the GoTo ecosystem have a positive influence on the decision to join as a customer at Bank Jago. The results of the coefficient of determination test show that the social media education variable Instagram and the integrity of the GoTo ecosystem influence the decision to join as a customer at Bank Jago by 76.1% while the remaining 23.9% is influenced or explained by other variables not examined in this research.*

*It can be concluded that Instagram social media education and the integrity of the GoTo ecosystem partially or simultaneously have a significant influence on the decision to join as a customer at Bank Jago. So, it would be better for future researchers to conduct research with other variables that have not been studied in this research, such as promotions, service quality, customer interest and satisfaction.*

*Keywords: Instagram Social Media Education, GoTo Ecosystem Integrity, Decision to Join Bank Jago.*