

## **ABSTRACT**

### ***THE INFLUENCE OF PERSONAL SELLING ON CUSTOMER DECISIONS IN INVESTING IN DEPOSIT PRODUCTS AT THE WEST JAVA AND BANTEN REGIONAL DEVELOPMENT BANK, TASIKMALAYA BRANCH***

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*This study aims to analyze the influence of Personal Selling on customers' decisions to invest in deposit products at the West Java and Banten Regional Development Bank (Bank BJB), Tasikmalaya Branch. Amid increasing competition and the rise of various digital investment alternatives, Personal Selling emerges as a crucial marketing strategy to foster direct engagement and trust with customers. The research uses a quantitative method with a survey approach involving deposit customers at Bank BJB Tasikmalaya Branch. The findings show that Personal Selling has a positive and significant effect on customers' investment decisions in deposit products. These results suggest that direct interactions between bank marketers and customers enhance understanding and confidence in deposit products, making Personal Selling a vital strategy for attracting and retaining investors in a competitive financial market.*

**Keywords:** *Personal Selling, customer decision, deposit, bank marketing*