

ABSTRACT

THE EFFECT OF THE PROMOTION MIX ON CUSTOMER DEPOSIT INTEREST AT PT BANK RAKYAT INDONESIA, RAJAPOLAH UNIT OFFICE (PERSERO) Tbk

By:

Bayu Eka Nugraha

NPM. 233404149

Guide I : Noneng Masitoh, Ir., M.M

Guide II : Ali Subrata, S.E., M.M

This study aims to analyze the effect of the promotion mix on customers' interest in deposit products at PT Bank Rakyat Indonesia (Persero) Tbk, Rajapolah Unit Office. This research was motivated by the low interest in deposit products despite their stable returns and security. A quantitative approach with a survey method was used by distributing questionnaires to 90 active customers. The promotion mix variable was measured through advertising, sales promotion, personal selling, public relations, and digital marketing, while deposit interest was measured through attraction, desire, planning, and information seeking indicators. Data analysis techniques included validity testing, reliability testing, simple linear regression, coefficient of determination, and t-test. The results showed that the promotion mix had a positive and significant effect on deposit interest, with a t-value of 12.082 and a significance value of $0.000 < 0.05$. The promotion mix contributed 37.6% to deposit interest, while 62.4% was influenced by other factors such as interest rates, financial literacy, service quality, and customer trust.

Keywords: Promotion Mix, Deposit Interest, Banking, BRI.

ABSTRAK

PENGARUH BAURAN PROMOSI TERHADAP MINAT DEPOSITO PADA NASABAH DI PT BANK RAKYAT INDONESIA KANTOR UNIT RAJAPOLAH (PERSERO) Tbk

Oleh:

Bayu Eka Nugraha
NPM. 233404149

Pembimbing I : Noneng Masitoh, Ir., M.M
Pembimbing II : Ali Subrata, S.E., M.M

Penelitian ini bertujuan untuk menganalisis pengaruh bauran promosi terhadap minat deposito pada nasabah PT Bank Rakyat Indonesia (Persero) Tbk Kantor Unit Rajapolah. Penelitian ini dilatarbelakangi oleh rendahnya minat nasabah terhadap produk deposito meskipun deposito memiliki tingkat keamanan dan keuntungan yang relatif stabil. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 90 nasabah aktif. Variabel bauran promosi diukur melalui dimensi periklanan, promosi penjualan, penjualan personal, hubungan masyarakat, dan pemasaran digital, sedangkan minat deposito diukur melalui indikator ketertarikan, keinginan, rencana, dan pencarian informasi. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, regresi linear sederhana, koefisien determinasi, dan uji t. Hasil penelitian menunjukkan bahwa bauran promosi berpengaruh positif dan signifikan terhadap minat deposito dengan nilai t hitung sebesar 12,082 dan signifikansi $0,000 < 0,05$. Bauran promosi memberikan pengaruh sebesar 37,6%, sedangkan 62,4% dipengaruhi faktor lain seperti suku bunga, literasi keuangan, kualitas pelayanan, dan kepercayaan nasabah.

Kata Kunci: Bauran Promosi, Minat Deposito, Perbankan, BRI.