

ABSTRACT

THE INFLUENCE OF SIMPEDES SAVINGS POSITIONING ON THE BRAND IMAGE OF BRI BANK

(Study on Traders at Cikurubuk Market)

By:

Riza Mariska
NPM. 233404182

Guide I : Dedeh Sri Sudaryanti, S.E., M.Si.
Guide II : Agi Rosyadi, S.E., M.M.

This study aims to analyze the positioning of Simpedes Savings, the brand image of Bank BRI, and the influence of Simpedes Savings positioning on Bank BRI brand image among traders at Pasar Cikurubuk Tasikmalaya. A quantitative method was employed, with data collected through questionnaires distributed to 98 respondents who are Pasar Cikurubuk traders using Simpedes Savings. Ordinal data from the questionnaires were first transformed into interval data using the Method of Successive Intervals (MSI) prior to further processing. Data analysis was conducted using SPSS software, encompassing validity tests, reliability tests, classical assumption tests, simple linear regression analysis, hypothesis testing (t-test), and coefficient of determination test. The findings indicate that Simpedes Savings positioning falls in the very good category, with the affordability of administrative fees and the people-oriented value as the most dominant dimensions. Bank BRI brand image also falls in the very good category, supported by perceptions of the product's tangible benefits and the uniqueness of the BRI Unit service network extending to traditional markets. The t-test result shows a t-value of 11.775, exceeding the t-table value of 1.985 with a significance of 0.000, leading to the rejection of H_0 and acceptance of H_1 . The coefficient of determination (R Square) of 0.591 indicates that positioning explains 59.1% of the variation in brand image, while the remaining 40.9% is attributed to other factors outside this research model. Therefore, Simpedes Savings positioning is proven to have a positive and significant influence on Bank BRI brand image among traders at Pasar Cikurubuk Tasikmalaya.

Keywords: Positioning, Brand Image, Simpedes Savings, Bank BRI, Traditional Markets.

ABSTRAK

PENGARUH *POSITIONING* TABUNGAN SIMPEDES TERHADAP CITRA MEREK BANK BRI (Studi Pada Pedagang Pasar Cikurubuk)

Oleh:
Riza Mariska
NPM. 233404182

Pembimbing I : Dedeh Sri Sudaryanti, S.E., M.Si.
Pembimbing II : Agi Rosyadi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui positioning Tabungan Simpedes, citra merek Bank BRI, dan pengaruh positioning Tabungan Simpedes terhadap citra merek Bank BRI di kalangan pedagang Pasar Cikurubuk Tasikmalaya. Metode yang digunakan adalah metode kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 98 responden yang merupakan pedagang Pasar Cikurubuk pengguna Tabungan Simpedes. Data ordinal dari kuesioner terlebih dahulu ditransformasi menjadi data interval menggunakan Method of Successive Interval (MSI) sebelum diolah lebih lanjut. Analisis data dilakukan menggunakan perangkat lunak SPSS, mencakup uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier sederhana, uji hipotesis (uji t), dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa positioning Tabungan Simpedes berada pada kategori sangat baik, dengan atribut keterjangkauan biaya administrasi dan nilai kerakyatan sebagai dimensi yang paling dominan. Citra merek Bank BRI juga berada pada kategori sangat baik, didukung oleh persepsi manfaat nyata produk dan keunikan jaringan layanan BRI Unit hingga ke pasar tradisional. Hasil uji t menunjukkan nilai t hitung sebesar 11,775 yang melampaui t tabel 1,985 dengan signifikansi 0,000, sehingga H_0 ditolak dan H_1 diterima. Nilai koefisien determinasi (R^2) sebesar 0,591 menunjukkan bahwa positioning mampu menjelaskan 59,1% variasi citra merek, sedangkan 40,9% sisanya dipengaruhi oleh faktor lain di luar model penelitian ini. Dengan demikian, positioning Tabungan Simpedes terbukti berpengaruh positif dan signifikan terhadap citra merek Bank BRI pada pedagang Pasar Cikurubuk Tasikmalaya.

Kata Kunci: *Positioning*, Citra Merek, Tabungan Simpedes, Bank BRI, Pasar Tradisional.