

ABSTRACT

THE INFLUENCE OF PERSONAL SELLING ON CUSTOMER INTEREST IN EASY WADIAH SAVINGS THROUGH GREBEG PASAR ACTIVITIES AT BANK SYARIAH INDONESIA TASIKMALAYA HZ MUSTOFA SUB BRANCH OFFICE

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This study aims to analyze the influence of Personal Selling on customer interest in Easy Wadiah Savings products at Bank Syariah Indonesia Tasikmalaya HZ Mustofa Sub Branch Office. The method used was a quantitative approach with a verificative research type using purposive sampling technique, where the respondents in this study were 86 customers and prospective customers of Easy Wadiah Savings products. The research instrument was a questionnaire that had been tested for validity and reliability. The results of the analysis showed that Personal Selling had a significant influence on customer interest, with a regression coefficient value of 0.449 and a significance value of $0.000 < 0.05$. The R Square value of 0.411 indicates that 41.1% of the variation in customer interest can be explained by the Personal Selling variable. The findings also showed that the indicators of communication ability and product explanation obtained the highest assessment, while the follow-up indicator still needs improvement to optimize customer interest. These findings confirm that Personal Selling activities through grebeg pasar play an important role in increasing public interest in Easy Wadiah Savings products, therefore the quality of follow-up services and communication strategies should continue to be improved by Bank Syariah Indonesia.

Keywords: Personal Selling, Customer Interest, Easy Wadiah Savings, Grebeg Pasar