

ABSTRAK

M Taufiqur Rahman, Pengaruh Bauran Promosi Terhadap Keputusan Konsumen Menabung Di PT. Bank Pembangunan Daerah Jawa Timur, Tbk Kantor Cabang Sumenep, dibawah bimbingan Dosen Pembimbing Dr. Drs. Ec. H. Muh. Syarif, M.Si. dan Dr. H. Pribanus Wantara, Drs., M.M

Tujuan penelitian ini untuk mengetahui dan menganalisis *Promotion Mix* mencakup yaitu periklanan (*advertising*), penjualan tatap muka (*personal Selling*), promosi penjualan (*sales promotion*), publisitas (*publicity*), pemasaran langsung (*direct marketing*), dan pemasaran melalui internet (*internet marketing*) berpengaruh terhadap Keputusan Konsumen Menabung PT. Bank Pembangunan Daerah Jawa Timur, Tbk Kantor Cabang Sumenep. Populasi dalam penelitian ini sebanyak 11.081 orang, menggunakan *accidental sampling*, sampel yang digunakan sebanyak 100 orang responden. Analisis penelitian ini menggunakan Regresi Linier Berganda. Hasil penelitian yang didapatkan menunjukkan Periklanan (*Advertising*), Penjualan Tatap Muka (*Personal Selling*), Promosi Penjualan (*Sales Promotion*), Publisitas (*Publicity*), Pemasaran Langsung (*Direct Marketing*), Dan Pemasaran Melalui Internet (*Internet Marketing*) berpengaruh terhadap Keputusan Menabung Konsumen. Hasil penelitian pengujian regresi menunjukkan bahwa Periklanan (*Advertising*) berpengaruh positif dan signifikan terhadap Keputusan Menabung Konsumen. Penjualan Tatap Muka (*Personal Selling*) berpengaruh positif dan signifikan terhadap Keputusan Menabung Konsumen. Promosi Penjualan (*Sales Promotion*), berpengaruh positif dan signifikan terhadap Keputusan Menabung Konsumen. Publisitas (*Publicity*) berpengaruh positif dan signifikan terhadap Keputusan Menabung Konsumen. Pemasaran Langsung (*Direct Marketing*) berpengaruh positif dan signifikan terhadap Keputusan Menabung Konsumen. Pemasaran Melalui Internet (*Internet Marketing*) berpengaruh positif dan signifikan terhadap Keputusan Menabung Konsumen.

Kata Kunci : Bauran Promosi, Keputusan Konsumen Menabung

ABSTRACT

M Taufiqur Rahman, The Effect of Promotional Mix on Consumer Decisions to Save at PT. Regional Development Bank of East Java, Tbk Sumenep Branch Office, under the guidance of Advisor Dr. Drs. Ec. H. Moh. Sharif, M.Si. and Dr. H. Pribanus Wantara, Drs., M.M

The purpose of this study is to determine and analyze the Promotion Mix including advertising (advertising), face-to-face sales (personal selling), sales promotion (sales promotion), publicity (publicity), direct marketing (direct marketing), and marketing via the internet (internet marketing).) affect the Decision of Consumers to Save PT. Regional Development Bank of East Java, Tbk Sumenep Branch Office. The population in this study was 11,081 people, using accidental sampling, the sample used was 100 respondents. This research analysis uses Multiple Linear Regression. The results obtained show that Advertising (Advertising), Face-to-face Sales (Personal Selling), Sales Promotion (Sales Promotion), Publicity (Publicity), Direct Marketing (Direct Marketing), and Marketing Through the Internet (Internet Marketing) have an effect on Consumer Savings Decisions . The results of the regression test showed that Advertising (Advertising) had a positive and significant effect on Consumer Savings Decisions. Face-to-face Sales (Personal Selling) have a positive and significant effect on Consumer Savings Decisions. Sales Promotion has a positive and significant effect on Consumer Savings Decisions. Publicity has a positive and significant effect on Consumer Savings Decisions. Direct Marketing (Direct Marketing) has a positive and significant effect on Consumer Savings Decisions. Marketing Through the Internet (Internet Marketing) has a positive and significant effect on Consumer Savings Decisions.

Keywords: Promotional Mix, Consumer Decision to Save