

**PENGARUH *ADVERTISING*, *SALES PROMOTION*, DAN
PUBLIC RELATIONS TERHADAP KEPUTUSAN MENABUNG
DI PT. BPR SENTRAL ARTA ASIA LUMAJANG**

SKRIPSI

Diajukan sebagai salah satu syarat untuk
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ABSTRAK

Perkembangan perekonomian di Indonesia semakin pesat dapat ditandai dengan pertumbuhan industri perbankan yang ada dalam suatu negara. Semakin berkembang industri perbankan maka pertumbuhan perekonomian juga semakin baik. Usaha jasa perbankan menawarkan jasa pelayanan keuangan, maka usaha jasa perbankan harus mengedepankan pelayanan, profesionalisme dan kepercayaan nasabah. Penelitian ini untuk menguji pengaruh *advertising*, *sales promotion*, dan *public relations* terhadap keputusan menabung di PT. BPR Sentral Arta Asia Lumajang. Sebanyak 60 nasabah di PT. BPR Sentral Arta Asia Lumajang, Jawa timur, Indonesia bersedia menjadi partisipan. Pendekatan yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian menyatakan semua variabel yakni *advertising*, *sales promotion*, dan *public relations* berpengaruh signifikan terhadap keputusan menabung. Jadi dalam peningkatan keputusan menabung perlu adanya peningkatan pada *advertising*, *sales promotion* dan *public relations* terhadap keputusan menabung di PT. BPR Sentral Arta Asia Lumajang.

Kata kunci: *Advertising*, *sales promotion*, *public relation*, keputusan menabung.



ABSTRACT

Economic development in Indonesia is increasingly rapid can be marked by the growth of the banking industry in a country. The more developed the banking industry, the better economic growth. Banking services businesses offer financial services, so banking services businesses must prioritize customer service, professionalism and trust. This study was to examine the effect of advertising, sales promotion, and public relations on the decision to save at PT. BPR Sentral Arta Asia Lumajang. As many as 60 customers at PT. BPR Sentral Arta Asia Lumajang, East Java, Indonesia is willing to be a participant. The approach used is multiple linear regression analysis. The results of the study state that all variables namely advertising, sales promotion, and public relations have a significant effect on saving decisions. So in increasing saving decisions, there needs to be an increase in advertising, sales promotion and public relations towards the decision to save at PT. BPR Sentral Arta Asia Lumajang.

Keywords: Advertising, sales promotion, public relation, saving decision

