ABSTRACT

Marketing Strategy of Saving Account in PT Bank Negara Indonesia (Persero) Tbk Tebet Branch

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The purpose of this study was to give recommendation of marketing strategy to Bank BNI KCU Tebet management for increasing saving fund. The data was collected from 120 respondents of Bank BNI KCU Tebet saving customers and also from 5 person in high level management from Bank BNI KCU Tebet. To analyze these data, 4 method were used such as the Descriptive statistics, IFE and EFE matrix, IE Matrix, and QSPM Matrix.

The result of this study showed that the Bank BNI KCU Tebet having weakness from inside and threats from outside. Therefore, the marketing strategy should be verified to solve the problems and what needed are the data from customers characteristic like age, sex, education, salary, and occupation.

For facing weakness and threats, internal strength should be used to eliminate external threats and external opportunities can be used to restore the internal weakness by Bank BNI KCU Tebet. The combination from Five alternative strategies which were obtained from IE Matrix such as Penetration & Development Of Market Strategy, Product Development Strategy, Forward Integration Strategy, Backward Integration Strategy, and Horizontal Integration Strategy have concluded that QSPM Matrix as a tool to produce prime priority strategy called Penetration & Development of Market Strategy and it can be implemented to pull up the saving fund collection.