ABSTRACT

The Analysis of Marketing Strategy for Saving Deposits of PT. Bank Negara Indonesia Case Study at "Y" Main Branch

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The aims of this study is to analyze the current marketing strategy for saving deposits of PT. BNI at "Y" Main Branch, to analyze internal push factors and external factors that affect the increasing of saving deposits marketing of PT. BNI at "Y" Main Branch, and also to formulate the most effective marketing strategy for saving deposits of Bank BNI "Y" Main Branch by using Quantitative Strategic Planning Matrix (QSPM). This study used a descriptive method based on data collected in form of observation, literature study and interviews through Focus Group Discussion. The interview was taken by giving out the questionnaire of key success factors related to marketing strategy for saving deposits. Identification process for internal and external factors is obtained by using the IFE-EFE matrix which valued by the expert management of Bank BNI "Y" Main Branch. Furthermore, IE matrix and TOWS in this study is used to analyze the alternative formulas of marketing strategy for the saving deposits. These formulas were analyzed with QSPM to find out the most effective marketing strategy for saving deposits at "Y" Main Branch.

The study showed that market segment for saving deposits at "Y" Main Branch based on the customer demography characteristic are 1) customers in the working class with a middle-up range monthly income , 2) customers in the productive age between 30-50 years old, 3) customers with middle-up educational background, and 4) customers who have a fixed income. Therefore, target market for saving deposits of Bank BNI "Y" Main Branch is for the customer group in their productive ages which have an occupation and monthly fixed income. The managements are also aware to maintain the existing loyal customers. Recently, PT. BNI especially at "Y" Main Branch focusing the positioning saving deposits product strategy at the product differentiation level. The product itself is positioned as personal, prudent, simple, and profitable also given value-added for daily financial transaction, supported by a highly banking technology. Based on IFE-EFE matrix, the study demonstrated that in average, Bank BNI "Y" Main Brach has been reactively respond to its both internal and external factors.

Thus, hereby the IE Matrix, Bank BNI "Y" Main Branch is fall into cell IV, which can be managed best with grow and build strategy. Moreover, TOWS as the matching step offers several strategy alternatives that combined each Strength, Weakness, Opportunity and Threat factor. The result of IE Matrix and TOWS recommended four strategy alternatives, which are Market Penetration Strategy, Market Development Strategy, Product Development Strategy, and Backward Integration Strategy. Last, by means of the QSPM, this study suggested Market Development Strategy is the priority and the most effective strategy to be implemented for the marketing strategy of saving deposits for Bank BNI "Y" Main Branch.