ABSTRACT

Analysis of Consumer Behaviour and Television Advertisement Effectiveness of Britama Saving from PT. Bank Rakyat Indonesia (Persero) Tbk, in Jakarta

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The purpose of this study was to analyze consumer behaviour and television advertisement effectiveness of Britama saving from PT. Bank Rakyat Indonesia (Persero) Tbk, in Jakarta. The data were collected from 200 respondents. The result of the study showed that based on consumer behaviour analysis, consumer are very often to use ATM facility. The three prime factor to be consider by consumer to deposit their money in a bank, are : safety, easiest money transaction, and wide net working/ATM. Based on correspondence analysis BRI was percepted by consumer as a reputed bank. Customer Response Index (CRI) and Consumer Decision Model (CDM) were used to analyze advertisement effectiveness of Britama. The variable of CDM was analyzed with Mann-Whitney U. Based on CRI analysis, Britama advertisement on television was not effective. The CRI of Britama was just 22.00 percent, which means that there were still 78.00 percent opportunity to increase the effectiveness. The prime factor causing the low Britama advertisement effectiveness was the lack of customer comprehension of advertisement information. Based on Mann-Whitney U there were different perception among respondents about Britama saving reflecting the modern/innovative saving, secure saving, and the convenience saving. This research also indicate that advertising awareness of Britama was good but brand awareness of Britama wasn't.