ABSTRACTION

A Review on Britama’s Marketing Strategy
(A Case Study In BRI’s Branch Office In Bogor)
Heru Sardjono

The purposes of this research are: 1. to identify character of Britama’s customers; 2. to identify customers' behavior and perception to Britama; 3. to do SWOT analysis to BRI and Britama product; 4. to arrange recommendation for Britama’s Marketing Strategy to be implemented by Branch office in Bogor.

This research is done by using method of case study of BRI Branch Office In Bogor. The Primary data is gained from the result of an interview and the questioners from both internal and external environment of the company and from the customer’s perception by distributing questioners to as much as 101 Britama respondents and 50 other banks’ respondents. Secondary data is gained from the result of references and from internal data of company.

The sampling method used in this research is Stratified Proportional Accidental Random Sampling. While, for other banks by using quota accidental Random Sampling. The data analysis used behavior analysis, customers perception and SWOT analysis.

From the result of this research, it can be seen that Britama customers tend to come from aged people, from certain economic social scale and from low to medium level of society. Based on behavioral analysis on respondents, Britama customers who are also customers of other bank as much as 42.5%, while customers of other banks as much as 52%. Based on the reason of the customers to save money in the bank 55.2% out of them is because their money is safe, 26% with the reason to take profit from bank facility.

BRI is perceived by customer as an experienced bank and as the safest bank. Service of BRI is perceived slow especially in the department of teller. Based on SWOT analysis, Britama product is considered stable, therefore, the recommended strategy is market penetration and product development. From this research, it can be concluded that Britama customers are relatively coming from aged people and from low to medium level society. The customers choose Britama due to its safety. The basic needs that are not fulfilled yet are the number of ATM. The recommended strategy is market penetration, namely; increasing the number of tellers, the integrated on line service from branch to BRI Unit and product development by increasing product quality and the provision of payment facility such as debit card, phone banking and internet banking.