

Pengaruh dan hubungan personal selling dan sales promotion terhadap kepuasan nasabah pada PT Bank BNI Syariah kantor cabang Bekasi =
The effect and relationship of personal selling and sales promotion on customer satisfaction in PT Bank BNI Syariah branch office of Bekasi

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Abstrak

Penelitian ini membahas pengaruh dan hubungan dari variabel personal selling terhadap kepuasan nasabah dan variabel sales promotion terhadap kepuasan nasabah. Penelitian ini adalah penelitian kuantitatif dengan desain penelitian eksploratif dan deskriptif. Responden penelitian ini berjumlah 170 orang dengan kriteria pernah berkomunikasi atau berhubungan dengan sales funding dan pernah bertransaksi di BNI Syariah minimal 3 tiga bulan terakhir. Model penelitian dengan dua hipotesis diuji dengan analisis regresi. Hasil penelitian menyatakan bahwa personal selling dan sales promotion berhubungan dengan kepuasan nasabah. Akan tetapi personal selling belum berpengaruh terhadap kepuasan nasabah sedangkan sales promotion memiliki pengaruh terhadap kepuasan nasabah.

.....This study discusses the influence and relationship of personal selling against customer satisfaction and sales promotion for customer satisfaction. This research is quantitative research with exploratory and descriptive research design. This survey respondents amounted to 170 peoples by communicate or relate to sales funding and had transaction in BNI Syariah at least 3 three months. The research model with two hypotheses were tested by regression analysis The study states that personal selling and sales promotion relating to customer satisfaction. However personal selling not affect the customer satisfaction while the sales promotion had an influence on customer satisfaction.