

ABSTRAK

Analisis sikap nasabah terhadap atribut produk bank, suku bunga tabungan, lokasi bank dan promosi menurut jenis pekerjaan dan tingkat pendapatan Studi Kasus di Bank Rakyat Indonesia Unit Kentheng 1996

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Tujuan penelitian ini adalah untuk mengetahui apakah jenis pekerjaan dan tingkat pendapatan mempengaruhi sikap nasabah terhadap atribut produk bank, suku bunga tabungan, lokasi bank dan promosi. Hipotesis atau kesimpulan sementara menyatakan bahwa jenis pekerjaan dan tingkat pendapatan mempengaruhi sikap nasabah terhadap atribut produk bank, suku bunga tabungan, lokasi bank dan promosi. Subjek dalam penelitian ini adalah 100 nasabah yang sudah bekerja dan berkeluarga.

Pengambilan sampel menggunakan teknik Purposive Sampling. Analisis data menggunakan teknik analisis Chi Square.

Hasil penelitian ini menyatakan bahwa 1) jenis pekerjaan mempengaruhi sikap nasabah terhadap atribut promosi, 2) jenis pekerjaan tidak mempengaruhi sikap nasabah terhadap atribut produk bank, suku bunga tabungan dan lokasi bank, 3) tingkat pendapatan mempengaruhi sikap nasabah terhadap atribut suku bunga tabungan dan lokasi bank, dan 4) tingkat pendapatan mempengaruhi sikap nasabah terhadap atribut produk bank dan promosi.

ABSTRACT

Analysis of customers' attitudes towards bank product attributes, saving interest rate, bank location, and promotion according to customers' job and income level:

A case study in Bank Rakyat Indonesia Kentheng 1996.

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This research aims to find out whether the types of customers' job and income level would influence their attitudes towards bank product attributes, saving interest rates, promotion, and bank location. The hypotheses say that there are significant influences. The subject were Bank Rakyat Indonesia Kentheng 100 customers who have jobs and already married.

The samples were taken using Purposive Sampling technique. The data were analyzed using Chi Square Test.

The results say that 1) the type of customers' job influences their attitude towards promotion attribute, 2) the types of customers' job do not influence their attitude towards bank product, saving interest rate and bank location attributes, 3) the levels of customers' income influence their attitude towards saving interest rate and bank location attributes, and 4) the levels of customers' income do not influence their attitude towards bank product and promotion attributes.