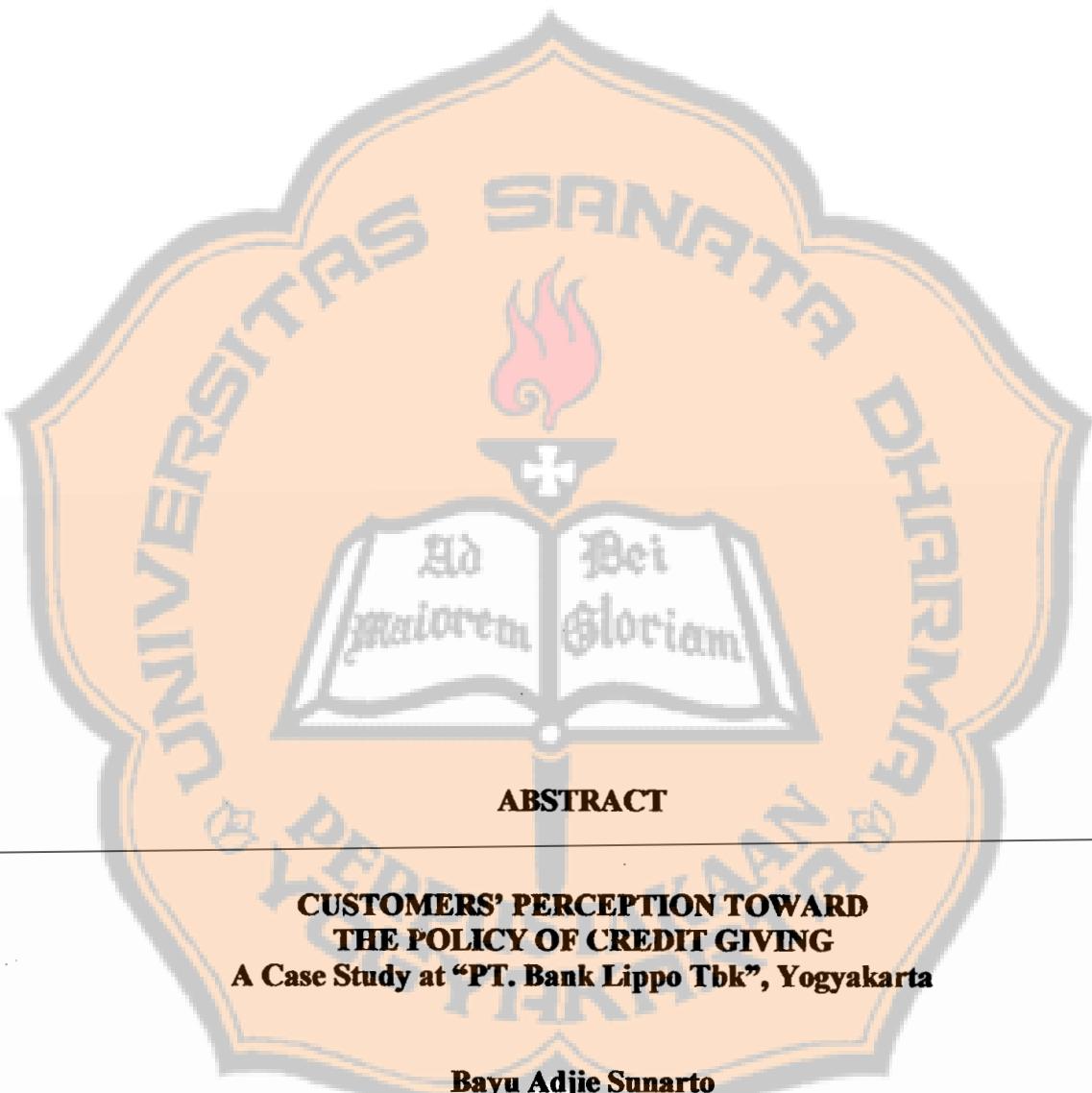




Penelitian ini bertujuan untuk mengetahui apakah ada (1) Perbedaan persepsi diantara nasabah dari kelompok petani, pedagang, dan pegawai negeri/swasta tentang kebijakan pemberian kredit di PT Bank Lippo; (2) Perbedaan persepsi diantara nasabah dari kelompok pedagang/pengusaha yang mempunyai modal kecil dan pedagang/pengusaha yang mempunyai modal besar tentang kebijakan pemberian kredit di PT Bank Lippo; (3) Perbedaan persepsi diantara nasabah dari kelompok petani yang mempunyai luas tanah kecil dan petani yang mempunyai luas tanah besar tentang kebijakan pemberian kredit di PT Bank Lippo; (4) Perbedaan persepsi diantara nasabah dari kelompok pegawai yang berpenghasilan rendah dan pegawai berpenghasilan tinggi tentang kebijakan pemberian kredit di PT Bank Lippo.

Penelitian studi kasus ini dilakukan di PT. Bank Lippo Tbk pada tanggal 01



This research aims were to know whether or not : (1) There was any different perception among the customers from the group of farmers, traders, private/ state employees toward the credit giving policy of "PT. Lippo Bank"; (2) There was any different perception between the customers from the group of traders/ entrepreneurs who had small capital and those who had large capital toward the credit giving policy of "PT. Lippo Bank"; (3) There was any different perception between the customers from the group of farmers who had small land and those who had large land toward the credit giving policy of "PT. Lippo Bank"; (4) There was any different perception between the customers from the group of private/ state employees who had low-paid and those who had high-paid toward the credit giving policy of "PT. Lippo Bank".

This research was conducted at "PT. Bank Lippo Tbk" from 1 February to 18