

## ABSTRAK

**AGUNG SENTOSA / 1800861201326 / ANALISIS PENGARUH  
MARKETING PUBLIC RELATION DAN BRAND IMAGE TERHADAP  
KEPUTUSAN MENJADI NASABAH BANK TABUNGAN NEGARA  
SYARIAH JAMBI / AHMAD TARMIZI, S.E., M.M PEMBIMBING 1/ RIKO  
MAPPADECENG, S.E., M.M PEMBIMBING 2.**

Keputusan nasabah menjadi nasabah pada suatu bank atau lembaga keuangan memiliki arti yang sama dengan keputusan untuk melakukan pembelian produk tertentu karena memiliki proses yang sama antara keputusan nasabah menggunakan dengan keputusan menjadi nasabah. Diperlukan strategi pemasaran (*Marketing public relations*) seperti kegiatan promosi untuk menampilkan produk yang memiliki citra merk (*Brand Image*) yang melekat pada konsumen sehingga banyak yang berminat untuk menjadi nasabah

Tujuan penelitian yaitu: 1) untuk mengetahui gambaran *marketing public relation*, *brand image* dan keputusan menjadi nasabah Bank BTN Syariah Jambi; 2) untuk mengetahui pengaruh *marketing public relation* dan *Brand image* terhadap keputusan menjadi nasabah Bank BTN Syariah Jambi secara persial; dan 3) untuk mengetahui pengaruh *marketing public relation* dan *Brand image* terhadap keputusan menjadi nasabah Bank BTN Syariah Jambi secara simultan.

Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dan kuantitatif. Metode pengumpulan data dengan observasi dan kuesioner. Teknik pengambilan sampel pada penelitian ini menggunakan metode *non probability* yakni teknik *sampling insidental* dan rumus Slovin siperoleh 80 nasabah Bank Tabungan Negara Syariah Jambi.

Hasil Penelitian menunjukkan bahwa: 1) skor rata-rata pada distribusi frekuensi jawaban responden pada variabel *Marketing Public Relation* didapatkan skor rata-rata sebesar 263,6 dengan kategori cukup baik, variabel *Brand Image* skor rata-rata didapatkan nilai sebesar 244,3 dengan kategori cukup baik dan pada variabel keputusan menjadi nasabah skor rata-rata didapatkan nilai sebesar 267,6 dengan kategori cukup baik; 2) terdapat pengaruh signifikan secara simultan pada variabel *Marketing Public Relation* dan *Brand Image* terhadap Keputusan Menjadi Nasabah Bank Tabungan Negara Syariah Jambi; 3) terdapat pengaruh signifikan secara parsial variabel *Marketing Public Relation* dan *Brand Image* terhadap Keputusan Menjadi Nasabah Bank Tabungan Negara Syariah Jambi.

**Kata Kunci:** *Brand Image*, *Marketing Public Relation*, Keputusan Menjadi Nasabah, Bank Tabungan Negara Syariah Jambi.

## **ABSTRACT**

**AGUNG SENTOSA / 1800861201326 / ANALYSIS OF THE INFLUENCE OF MARKETING PUBLIC RELATIONS AND BRAND IMAGE ON THE DECISION TO BECOME A CUSTOMER OF JAMBI STATE SAVINGS BANK / AHMAD TARMIZI, S.E., M.M ADVISOR 1/ RIKO MAPPADECENG, S.E., M.M ADVISOR 2.**

*A customer's decision to become a customer at a bank or financial institution has the same meaning as the decision to purchase a particular product because it has the same process between the customer's decision to use and the decision to become a customer. A marketing strategy (Marketing public relations) is needed, such as promotional activities to display products that have a brand image that is attached to consumers so that many are interested in becoming customers.*

*The research objectives are: 1) to find out the description of marketing public relations, brand image and the decision to become a customer of Bank BTN Syariah Jambi; 2) to determine the influence of marketing public relations and Brand image on the decision to become a customer of Bank BTN Syariah Jambi in particular; and 3) to determine the influence of marketing public relations and Brand image on the decision to become a customer of Bank BTN Syariah Jambi simultaneously.*

*The research method used in this research is descriptive and quantitative methods. Data collection methods are observation and questionnaires. The sampling technique in this research used a non-probability method, namely an incidental sampling technique and the Slovin formula to obtain 80 customers of Bank Tabungan Negara Syariah Jambi.*

*The research results show that: 1) the average score on the frequency distribution of respondents' answers on the Marketing Public Relations variable obtained an average score of 263.6 in the quite good category, the Brand Image variable obtained an average score of 244.3 in the category quite good and on the decision variable to become a customer the average score was 267.6 in the quite good category; 2) there is a significant simultaneous influence on the Marketing Public Relations and Brand Image variables on the decision to become a customer of Bank Tabungan Negara Syariah Jambi; 3) there is a partial significant influence of the Marketing Public Relations and Brand Image variables on the decision to become a customer of Bank Tabungan Negara Syariah Jambi.*

**Keywords:** *Brand Image, Marketing Public Relations, Decision to Become a Customer, Bank Tabungan Negara Syariah Jambi.*

