

ABSTRACT

BTN Bank is a pioneer and as a market leader in mortgage financing (mortgage loans), and continues to increase its lending target each year. To strengthen the funding structure, one of the ways in which BTN Bank is improving the portion of low-cost funds by conducting various promotional activities, such as direct prizes and prizes, especially in the e-Batarapos savings fund products. The purpose of this study is to determine the implementation and response of customer targets on the promotion of e-Batarapos product sales. The independent variable in this research is sales promotion. Researchers use e-Batarapos product objects with case studies on target customers of BTN Bank. The population is the target customers of e-Batarapos product with a sample of 100 respondents. The method used in this research is descriptive analysis with quantitative data type. The result of this research is 78,5% responder agree that sales promotion of e-Batarapos product BTN Bank Branch Office Bandung able to give information, attract attention, and encourage to use e-Batarapos product.

Keyword: Sales Promotion