**ABSTRAK**

Advertising, Event Marketing, dan E Marketing terhadap Minat Menabung serta implikasinya Pada Kepercayaan Merek Bank Syariah Di Provinsi Jawa Barat

(Studi Kasus Pada Nasabah Bank Konvensional Yang Belum Menggunakan Produk Bank Syariah di Kota Bandung, Kota Bekasi, dan Kota Bogor)

Oleh : Ricky Hermayanto

Promotor :Prof. Dr. Suherly, S.E., M.S

Co-Promotor :Dr. H. Undang Juju, S.E., M.P

Penelitian ini bertujuan untuk untuk menganalisa*advertising, event marketing, e marketing*, minat menabung, kepercayaan merek Bank Syariah Di Provinsi Jawa Barat dan untuk mengetahui pengaruh *advertising, event marketing, e marketing* terhadap Minat Menabung serta pengaruh Minat Menabung terhadap Kepercayaan Merek Bank Syariah Di Provinsi Jawa Barat.

Metode yang digunakan dalam penelitian ini adalah metode kualitatif dan kuantitatif. Sampel dalam penelitian ini adalah nasabah pada bank konvensional di Jawa Barat yaitu Kota Bogor, Kota Bandung, dan Kota Bekasi yang tidak menggunakan produk bank syariah. Total sampel dalam penelitian ini sebanyak 734 orangdimana cakupan waktunya bersifat ***cross-sectional***. Analisis data menggunakan metode ***Struktural Equation Modeling (SEM)***.

Hasil Penelitian deskriftif variabel *advertising,* dimensi pesan memiliki pengaruh paling tinggi dibanding dimensi lainnya. Variabel *event marketing,* sikap memiliki pengaruh paling tinggi dibanding dimensi lainnya. Variabel *e marketing*dimensi menciptakan interface aplikasi atau website yang menarik memiliki pengaruh paling tinggi dibanding dimensi lainnya. Variabel*advertising, event marketing, e marketing* belum optimal. Begitu juga dengan penilaian terhadap minat menabung dan kepercayaan merek Bank Syariah, hasil empiris menunjukan bahwa responden menilai cukup baik.

Hasil penelitian secara verifikatif diperoleh bahwa*Advertising, Event Marketing,* dan *E Marketing* berpengaruh terhadap minat Menggunakan Produk Bank Syariah di Provinsi Jawa Barat baik secara parsial maupun simultan serta minat menggunakan produk Bank Syariah berpengaruh terhadap kepercayaan merek.

Kata Kunci : Advertising, Event Marketing, E Marketing,

MinatMenabung, danKepercayaanMerek

**ABSTRACT**

Advertising, Event Marketing, and E Marketing on Interest in Saving with Implications for Brand Trust in Islamic Banks in West Java Province

(Case Study on Conventional Bank Customers Who Have Not Used Islamic Bank Products in Bandung City, Bekasi City, and Bogor City)

By : Ricky Hermayanto

Promotor : Prof. Dr. Suherly, S.E., M.S

Co-Promotor : Dr. H. Undang Juju, S.E., M.P

This study aims to analyze advertising, event marketing, e marketing, interest in saving, brand trust in Islamic Banks in West Java Province and to know the effect of advertising, event marketing, e-marketing on Savings Interests and the effect of Interest in Savings on Sharia Bank Brand Trust in the Province West Java.

The method used in this study is qualitative and quantitative methods. The sample in this study was customers at conventional banks in West Java, namely the City of Bogor, the City of Bandung, and the City of Bekasi who did not use Islamic bank products. The total sample in this study was 734 people where the time range was cross-sectional. Data analysis using the Structural Equation Modeling (SEM) method.

Descriptive research results of advertising variables, the message dimension has the highest influence compared to other dimensions. Event marketing variable, attitude has the highest influence compared to other dimensions. The variable e marketing dimension creates an attractive application or website interface that has the highest influence compared to other dimensions. Variable advertising, event marketing, e marketing are not optimal. Likewise with the assessment of savings interests and brand trust of Islamic Banks, the empirical results show that respondents rated it quite well.

The Results showed verificative research results obtained that Advertising, Event Marketing, and E-Marketing influence the interest in Using Sharia Bank Products in West Java Province both partially and simultaneously and the interest in using Islamic Bank products influences brand trust

Keywords : Advertising, Event Marketing, and E Marketing

Interest in Saving, and Brand Trust

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