

ABSTRAK

PENGARUH MANAJEMEN PEMASARAN BANK SYARIAH MANDIRI CABANG YOGYAKARTA TERHADAP MINAT MENABUNG SANTRI (STUDI KASUS SANTRI PP. ALI MAKSUM KRAPYAK YOGYAKARTA)

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Penelitian ini bertujuan untuk menguji pengaruh variabel promosi dan produk terhadap minat menabung santri (santri PP. Ali Maksum Krapyak Yogyakarta). Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian ini adalah seluruh santri putra MA Ali Maksum Krapyak Yogyakarta. Sedangkan sampel dalam penelitian ini adalah santri putra MA Ali Maksum yang belum berminat menabung di Bank Syariah Mandiri Cabang Yogyakarta, jumlah keseluruhan responden yaitu 100 responden. Alat analisis yang digunakan yaitu regresi linear berganda. Berdasarkan hasil analisis regresi linear berganda, maka hasil penelitian ini menyimpulkan: 1) Variabel promosi berpengaruh positif dan signifikan terhadap minat menabung santri PP. Ali Maksum Krapyak Yogyakarta, 2) Variabel produk berpengaruh positif signifikan terhadap variabel minat menabung santri PP. Ali Maksum Krapyak Yogyakarta.

Kata Kunci: Promosi, Produk, Minat Menabung.

ABSTRACT

THE EFFECT OF YOGYAKARTA BRANCH OF BANK SYARIAH MANDIRI YOGYAKARTA MARKETING MANAGEMENT TOWARD THE INTEREST OF SANTRI TO SAVE

**(A CASE STUDY ON SANTRI PP ALI MAKSUM KRAPYAK
YOGYAKARTA)**

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This research aimed at examining the effect of promotion variable and product toward the interest of santri (students of Islamic Boarding Schools) at PP Ali MaksumKrapyak Yogyakarta to save. The type of the research is quantitative. The samples were all male santri of MA Ali MaksumKrapyak Yogyakarta. The samples were male santri who had not been interested in saving at Yogyakarta Branch of Bank MandiriSyariah. The total number of respondents was 100. The analysis tool used was doubled linear regression. Based on the analysis of doubled linear regression, it was concluded in this research that: 1) Promotion variable had positive and significant effect toward the interest of PP Ali MaksumKrapyak Yogyakarta santri to save, 2) Product variable had positive and significant effect toward the variable of the interest of PP Ali MaksumKrapyak Yogyakarta santri to save.

Keywords: *Promotion, Product, Interest to save*