

ABSTRACT

THE ANALYSIS OF PRODUCT AVAILABILITY AND PRODUCT CONVENIENCE OF TANDAMATA SAVINGS AND THEIR INFLUENCES ON BANK REPUTATION

In order to improve the strategy in competition between banks, each bank must be able to provide products in accordance with customer expectations with the ease of use, so hopefully it will have an influence on improving the reputation of the bank which will have an influence on customer and employee satisfaction, increase customer loyalty, increase the company's growth and going concern of the company.

The objective research is to determine the relationship between the variables, so this research including confirmatory research is a study to explore and explain the causal relationships between variables that have been determined through hypothesis testing. Variable used is product availability(X_1), product convenience (X_2) and bank reputation(Y).

Data was collected through questionnaires that are guided and processed using SPSS 16.0 software for windows. The selection of samples using nonprobability sampling technique with convenience sampling technique. Number of samples studied were 100 respondents who are customers of the bank bjb Depok branch. The statistical analysis used in this study is multiple regression analysis.

Based on the results of the data processing show that the hypothesis can be accepted, that products availability of Tandamata savings significant influence on bank reputation of bank bjb Depok, product convenience of Tandamata savings significant influence on bank reputation of bank bjb Depok, and product availability and product convenience of Tandamata savings significant influence on bank reputation of bank bjb Depok.

Keyword : product availability, product convenience and bank reputation.