ABSTRACT

Cindyawan Noviantara Nugraha, "The Effect Of individual External Environment And Service Marketing Mix on The Saving Decision Making Process in Bank Mandiri at Branch Cimahi, University Computer Indonesia, 2012, under the guidance of Raeni Dwisanty, Se., M.Si.

The goals of this research is to find out (1) some factors of individual external environment in mandiri bank at branch cimahi city (2) the performance of service marketing mix in mandiri bank at branch cimahi city, and (3) the effect of individual external environment and service marketing mix on the saving decision making process in mandiri bank at branch cimahi city.

The method which is used in this research is descriptive survey and explanatory survey, with the dimension of time of cross sectional. The population research is the customers who save money in mandiri bank at branch cimahi city. The number of research sample is 100 people. The sampling technique which is used is simple random sampling in proportional way. The data consist of primary data and secondary data. The primary data were collected by observation technique, interview and questioner, the secondary data were collected with documentation technique and literature study. The data analyzed by using double regression.

The result of the research shows that most of the customers judge that the individual external environment is a factor which encourages them to save their money at the mandiri bank, the performance of service marketing mix on the mandiri bank is good enough.

The result of hypotesis tested shows that the individual external environment and service marketing mix influenced simoultaniously and partially on the saving decision making process in mandiri bank at branch cimahi city. Service marketing mix has a dominant influence on the saving decision making process.

Keyword : Individual External Environment, Service Marketing Mix and Saving

Decision Making Process.