Erlan Erlangga, NIM 21,508,033. "Analysis of Factors which affect the image of the Savings Bank National Savings (BTPN) KCP Ahmad Yani Bandung", under the guidance of Windi Novianti,SE.,MM

ABSTRACT

Final project report was prepared under the title " Analysis of Factors which affect the image of the Savings Bank National Savings (BTPN) KCP Ahmad Yani Bandung". The research was carried out thourgh analyzing the data. The main objective of this study was to determine what factors are effecting the image of the savings in the National Savings Bank (BTPN) KCP Ahmad Yani in bandung. Metoe lift authors conducted a descriptive analysis method with direct observation and thourgh the data, the study of litelaature by utilizing variety of sources of litelature as a comparison of theory with the reality on the ground.

There are several factors that affect the BTPN savings on income and interest retes. If no such factors will not store any customer to the bank because the customer wants to make a profit so it takes these factors.

From the research it can be concluded that the factors that influence on the earnings and savings interest rate.

Keyword : *savings*