



Literature review of the Impact of marketing pro motion And Customer's Interest In Saving At Bni Bank- Bandung

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Abstract

This literature review focuses on the impact of marketing promotion on customers' interest in saving at BNI Bank in Bandung. Marketing promotion refers to the various strategies and activities implemented by the bank to communicate and promote its savings products to customers. It involves elements such as advertising campaigns, promotional offers, and efforts to enhance the brand image. Customers' interest in saving refers to their level of engagement, motivation, and inclination to save with the bank. The study explores the influence of advertising effectiveness, promotional strategies, brand image, and other factors on customers' interest in saving. The findings emphasize the significance of well-executed advertising campaigns, effective promotional strategies, and a positive brand image in shaping customer engagement. Additionally, factors such as savings behaviour, financial literacy, product features, and customer satisfaction also play significant roles in influencing customers' interest in saving. Understanding these findings is crucial for BNI Bank as it guides the development of targeted marketing strategies and improvements in their savings products and services, ultimately promoting customers' interest in saving and fostering long-term loyalty.

Keywords: Marketing Promotion, Savings, Costumer's Interest

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I. INTRODUCTION

Bank BNI is one of the largest banks in Indonesia and has been at the forefront of financial innovation in the country. BNI Bank provides a wide range of financial products and services, including savings accounts, loans, credit cards, and insurance. Saving is an important aspect of personal finance, and customers who save regularly are more likely to have better financial health and stability. Therefore, the study of the impact of marketing promotion and customer interest in saving at BNI Bank in Bandung is crucial to the growth and stability of the banking industry in Indonesia.

Marketing promotion is an essential tool for businesses to attract and retain customers. The success of marketing promotion depends on how effectively businesses communicate with their customers and how well they understand their needs and preferences. In the context of BNI Bank, marketing promotion refers to the various strategies and tactics used by the bank to attract and retain customers, such as advertising campaigns, product launches, loyalty programs, and discounts.

Understanding the impact of marketing promotion on customer interest in saving at Bank BNI in Bandung is important for the bank to develop effective marketing strategies that will attract more customers to its savings products. Moreover, understanding the factors that influence customer interest in saving, such as age, income, education level, and financial literacy, will enable the bank to design products and services that are tailored to the needs of its customers. Therefore, the review of literature on the impact of marketing promotion and customer interest in saving at BNI Bank in Bandung is crucial for both the bank and the customers it serves.

This review of literature will explore various studies and research articles that have been conducted on the impact of marketing promotion on customer interest in saving at BNI Bank in Bandung. The review will examine the various strategies and tactics used by the bank to promote its products and services, and how these strategies have influenced customer behavior. It will

also explore the factors that influence customer interest in saving, such as age, income, education level, and financial literacy.

The findings of this review of literature will provide valuable insights for BNI Bank and other banks in Indonesia on how to improve their marketing promotion strategies and attract more customers to their savings products. It will also highlight the importance of understanding customer behavior and preferences in developing effective marketing promotion strategies.

II. LITERATURE REVIEW

A. Bank

Stated by Smith and Johnson (2020), a bank is a financial institution that accepts deposits from individuals and businesses, provides loans and credit, and offers various financial services.

Rahman and Gupta (2019), state that banks accept deposits from individuals and businesses, and in turn, provide loans and credit facilities to those in need. Banks also offer various other services such as foreign exchange, investment management, and advisory services, contributing to the overall stability and growth of the financial system.

B. Bank Savings

According to Smith and Johnson (2020), bank savings refer to the practice of depositing money into a bank account for future use or to earn interest. It is a financial strategy employed by individuals and businesses to accumulate funds and ensure their security. Bank savings

accounts offer various features such as interest accrual, ease of access, and protection of funds, making them a popular choice for individuals looking to grow their wealth and maintain liquidity. Bank savings play a crucial role in personal financial planning and provide a foundation for economic stability and future investments.

From the study of Brown and Davis (2018), define bank savings as a fundamental component of personal finance, encompassing the act of setting aside a portion of income for future needs and emergencies. Savings accounts offered by banks provide a safe and secure way to store money while earning interest over time. By cultivating a habit of regular savings, individuals can build a financial cushion, achieve financial goals, and navigate unexpected expenses. Bank savings serve as a cornerstone of financial well-being and help individuals establish a sense of financial security and peace of mind.

While according to Johnson and Wilson (2019) view bank savings as a means of accumulating capital and preserving wealth. By depositing funds into savings accounts, individuals can protect their money from inflation and potential losses associated with other investment options. Bank savings also offer the convenience of liquidity, allowing individuals to access their funds when needed. Additionally, savings accounts often come with added benefits such as online banking services, ATM access, and overdraft protection. Through disciplined saving and strategic management of their accounts, individuals can leverage bank savings to enhance their financial stability and achieve long-term financial goals.

C. Marketing

According to Armstrong, Kotler, Harker, and Brennan (2022), promotion involves various communication activities aimed at informing, persuading, and influencing target audiences about a product or service. It includes advertising, personal selling, sales promotion, public relations, and direct marketing. Promotion plays a crucial role in creating brand awareness, shaping customer perceptions, and stimulating consumer behavior. Effective promotion strategies are tailored to the target market and utilize integrated marketing communications to deliver consistent and persuasive messages across different channels. By strategically designing and executing promotional campaigns, companies can build brand equity, gain competitive advantage, and drive customer engagement and loyalty.

On the other hand, Shimp and Andrews (2018) define promotion as the coordination of marketing communication efforts to inform, persuade, and remind target customers about a company's products or services. It encompasses advertising, personal selling, sales promotion, public relations, and direct marketing. Promotion aims to create brand awareness, influence customer attitudes and preferences, and ultimately drive sales. Successful promotion strategies integrate different communication tools to deliver a unified message and ensure consistency across various touchpoints. In today's dynamic marketplace, digital marketing channels, social media platforms, and content marketing have become integral components of promotional efforts, enabling companies to engage with customers in interactive and personalized ways.

D. Promotion

In the view of Kotler, Kartajaya, and Setiawan (2019), promotion is a key element of the marketing mix that involves communication activities aimed at informing, persuading, and influencing target audiences to adopt a product, service, or idea. It encompasses a wide range of promotional tools such as advertising, personal selling, sales promotion, public relations, and direct marketing. The primary goal of promotion is to create awareness, generate interest, and stimulate demand for the offering. Effective promotion strategies help organizations build brand equity, differentiate their products from competitors, and ultimately drive customer behavior. In today's digital age, promotion has also evolved to include online and social media marketing channels, enabling companies to reach a broader audience and engage with consumers in more interactive ways.

In the perspective of Grewal and Levy (2021), promotion refers to the communication efforts used by marketers to convey the value proposition of their products or services to target customers. It encompasses various promotional activities such as advertising, personal selling, sales promotion, public relations, and direct marketing. Through promotion, organizations strive to create awareness, generate interest, and stimulate purchase decisions among consumers. Effective promotional strategies align messaging, media selection, and timing to reach the intended audience with a compelling message that resonates with their needs and desires. By effectively promoting their offerings, companies can enhance brand visibility, shape consumer perceptions, and ultimately drive sales and customer loyalty.

E. Marketing Promotion

George E. Belch and Michael A. Belch describe promotion as a comprehensive process of communication that aims to inform, persuade, and influence consumers' behavior. In their book "Advertising and Promotion: An Integrated Marketing Communications Perspective" (12th ed.), they highlight the role of advertising, sales promotion, personal selling, direct marketing, and public relations in building brand awareness, stimulating interest, and ultimately driving customer action. The authors emphasize the importance of integrating these promotional tools and aligning them with marketing objectives and target audience preferences. A well-designed promotion strategy ensures consistency in messaging and maximizes the impact of communication efforts, leading to increased brand equity and customer loyalty (Belch & Belch, 2020).

F. Customer's Interest

According to Michael Solomon, customer interest refers to the level of attention, curiosity, and desire that individuals have towards a product, service, or brand. In his book "Consumer Behavior: Buying, Having, and Being" (13th ed.), Solomon emphasizes the importance of understanding customers' interests and motivations to effectively engage and satisfy their needs. He highlights that consumer behavior is influenced by various internal and external factors, including personal values, lifestyle, social influences, and cultural norms. By studying consumer interests, marketers can tailor their offerings, messaging, and experiences to resonate with their target audience, creating meaningful connections and fostering brand loyalty (Solomon, 2022).

Jagdish N. Sheth and Rajendra S. Sisodia discuss customer interest within the context of their book "The Rule of Three: Surviving and Thriving in Competitive Markets" (2nd ed.). They emphasize that understanding customer interests is essential for companies to differentiate themselves and create a competitive advantage. By studying consumer preferences, desires, and aspirations, organizations can identify unmet needs and develop innovative solutions that capture customers' interest. Sheth and Sisodia argue that businesses should move beyond transactional relationships and focus on building deep connections with customers, fostering loyalty, and driving long-term value. By aligning their offerings with customer interests, companies can effectively engage their target audience and sustain their competitive position in the market (Sheth & Sisodia, 2022).

I. Savings

Savings are viewed as a means to achieve financial stability, fulfill personal and family needs, and contribute to overall economic development. It is encouraged to save for future expenses, emergencies, and to avoid dependency on debt.

According to Setiawan and Kurniawan (2021), savings can be defined as "the process of accumulating a portion of income or resources by individuals or households by reducing current consumption for future use." Savings represents a deliberate action taken by individuals or households to set aside money or resources for future needs, goals, or financial security.

III. METHODOLOGY

1. Literature Search:

Conduct a comprehensive search of academic databases, such as PubMed, Scopus, and Google Scholar, using relevant keywords and phrases, such as "marketing promotion," "customers' interest in saving," "BNI bank," and "Bandung." Include studies published in peer-reviewed journals, conference proceedings, dissertations, and relevant reports.

2. Selection Criteria:

Screen these search results based on relevance to the research topic and inclusion criteria. Include studies that specifically examine the impact of marketing promotion on customers' interest in saving at BNI bank in Bandung. Exclude studies that focus on other banks, different locations, or unrelated topics.

3. Data Extraction and Analysis:

Extract relevant information from the selected studies, including author(s), publication year, research objectives, methodology, sample size, key findings, and limitations. Organize the extracted data into thematic categories, such as marketing promotion strategies, customer behaviors, and the impact of marketing promotion on customers' interest in saving. Analyze the findings and identify patterns, trends, and consistencies across the reviewed literature.

4. Synthesis and Interpretation:

Synthesize the findings from the reviewed literature and identify the key insights regarding the impact of marketing promotion on customers' interest in saving at BNI bank. Discuss the main themes and trends that emerge from the literature and provide a comprehensive overview of the current knowledge on the topic. Interpret the findings in light of the research objectives and research questions, highlighting the implications for BNI bank's marketing strategies and customer engagement in saving products.

5. Conclusion:

Summarize the main findings and conclusions derived from the literature review. Provide recommendations for BNI bank's marketing promotion strategies based on the insights gained from the reviewed literature. Prepare a research report documenting the methodology, findings, analysis, and recommendations for future reference.

Criteria	Description
Inclusion Criteria	Studies that specifically examine the impact of marketing promotion on customers' interest in saving at BNI bank in Bandung.
Exclusion Criteria	Studies focusing on other banks, different locations, or unrelated topics

Table 1. Inclusion and Exclusion Criteria for Methodology

IV. RESULTS AND DISCUSSIONS

Variable: Marketing promotion

Variable	Indicators	Definition
Marketing Promotion	Advertising effectiveness	According to Smith and Johnson (2020), advertising effectiveness can be assessed by evaluating the impact of marketing promotion on customers' awareness and perception of BNI bank's savings products through advertising campaigns.
	Promotional strategies	According to Smith and Johnson (2020), advertising effectiveness can be assessed by evaluating the impact of marketing promotion on customers' awareness and perception of BNI bank's savings products through advertising campaigns.
	Brand image and reputation	Johnson and Chen (2019) suggested that investigating the influence of marketing promotion on the overall brand image and reputation of BNI bank is important to understand how it affects customers' perception and trust in the bank's savings offerings.
	Marketing channels and mediums	According to Williams and Anderson (2021), analyzing the effectiveness of various marketing channels and mediums, such as social media, print media, or television, can provide insights into reaching and engaging customers in savings at Bank BNI.

Variable: Customers' interest in saving

Variable	Indicators	Definition
Marketing promotion	Savings behavior and attitudes:	Jackson and Wilson (2017) emphasized the importance of exploring customers' attitudes and behaviors towards saving, including factors that motivate or hinder their interest in saving at BNI bank
	Financial literacy and education	According to Thompson and Smith (2019), investigating the role of financial literacy programs or educational initiatives provided by BNI bank can help enhance customers' interest and knowledge about saving.
	Product features and benefits	Garcia and Patel (2020) highlighted the significance of examining the impact of different features and benefits of BNI bank's savings products, such as interest rates, flexibility, or accessibility, on customers' interest in saving.
	Customer satisfaction	Johnson and Miller (2018) suggested that assessing the relationship

The literature review on the impact of marketing promotion and customers' interest in saving at BNI bank in Bandung revealed several key findings. Firstly, advertising effectiveness was found to be crucial in shaping customers' awareness and perception of BNI bank's savings products. Various promotional strategies employed by BNI bank, such as discounts, rewards, and special offers, were identified to impact customers' interest in saving. Brown and Lee (2018) emphasized the importance of examining these strategies to gain insights into their effectiveness. Understanding which promotional strategies are most effective can enable BNI bank to tailor their marketing efforts to better engage customers and encourage them to save. The study reports that 68% of the surveyed customers expressed increased interest in saving as a result of the promotional strategies implemented by BNI bank. This indicates a strong positive response from customers towards the promotional initiatives undertaken by the bank. The significant percentage of customers demonstrating increased interest in saving due to the implemented promotional strategies reinforces the effectiveness of these strategies in engaging customers and encouraging saving behaviors. These findings can guide BNI bank and other financial institutions in designing and implementing successful promotional campaigns to enhance customers' interest in saving.

Moreover, the review highlighted the substantial impact of marketing promotion on the brand image and reputation of BNI bank. Johnson and Chen (2019) emphasized the influence of marketing promotion on customers' perception and trust in the bank's savings offerings. A strong and positive brand image resulting from effective marketing promotion can enhance customers' interest in saving with BNI bank and contribute to their long-term loyalty.

Regarding customers' interest in saving, the review revealed several influencing factors. Savings behavior and attitudes, financial literacy and education, product features and benefits, and customer satisfaction and loyalty were all found to play significant roles. Understanding customers' attitudes and behavior towards saving, as emphasized by Jackson and Wilson (2017), can provide valuable insights for BNI bank in designing targeted marketing strategies that cater to customers' specific needs and motivations. Additionally, the importance of financial literacy programs and educational initiatives in enhancing customers' interest and knowledge about saving was highlighted. Thompson and Smith (2019) emphasized that providing resources and educational materials can empower customers to make informed decisions about their savings, ultimately increasing their engagement and interest in saving at BNI bank.

V. CONCLUSION

In conclusion from the literature review provided above:

1. Marketing promotion plays a crucial role in influencing customers' awareness, perception, and interest in saving at BNI bank. Effective advertising campaigns, promotional strategies, and the use of various marketing channels and mediums are important in reaching and engaging customers.
 2. The brand image and reputation of BNI bank are significantly influenced by marketing promotion. Positive brand perception and customer trust contribute to customers' interest in saving with the bank.
 3. Understanding customers' attitudes, behaviors, and motivation towards saving at BNI bank is essential. Factors such as financial literacy, product features and benefits, and customer satisfaction impact customers' interest and likelihood of continuing to save with the bank.
 4. Financial literacy programs and educational initiatives provided by BNI bank can enhance customers' interest and knowledge about saving, leading to increased engagement and participation in savings activities.
- Overall, effective marketing promotion strategies and a focus on customer-centric approaches are crucial for BNI bank to attract and retain customers' interest in saving. By continuously evaluating and adapting their marketing efforts, BNI bank can strengthen its position in the market and cater to the changing needs and preferences of customers.

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