

Analysis of the Promotion Mix Strategy on the Number of Martabe Savings Customers at PT Bank Sumut, Tembung Branch Office

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Abstrak

Tujuan penelitian ini adalah Analisis Strategi Bauran Promosi terhadap Jumlah Nasabah Tabungan Martabe PT Bank SUMUT Kantor Cabang Tembung. Untuk merumuskan masalah, penelitian ini berusaha untuk menentukan hal-hal berikut: (a) kepentingan relatif variabel iklan dalam menentukan jumlah nasabah Tabungan Mart-Abe; (b) daya tarik relatif penjualan pribadi dalam meningkatkan pelanggan Tabungan Mart-Abe; (c) kepentingan relatif dari Strategi Bauran Promosi dalam mempengaruhi jumlah pelanggan Tabungan Mart-Abe; dan (d) peran Bauran Promosi Strategi dalam meningkatkan nasabah Tabungan Mart-Abe. Tujuan dari penelitian ini adalah untuk memastikan kepentingan relatif variabel iklan dalam mempengaruhi jumlah pelanggan Tabungan Martabe, untuk memastikan daya tarik relatif penjualan pribadi dalam meningkatkan jumlah pelanggan, untuk memastikan dampak dari Strategi Bauran Promosi terhadap jumlah pelanggan, dan untuk memastikan fungsi Strategi Bauran Promosi dalam meningkatkan jumlah pelanggan. Kami menggunakan SPSS 20 untuk pengolahan data. Data primer dan sekunder digunakan sebagai sumber informasi. Dalam rangka melestarikan Martabe, survei dikirim ke konsumen sebagai sarana pengumpulan data. Menurut temuan penelitian, strategi bauran promosi tidak dapat berhasil tanpa memasukkan semua elemen berikut: iklan, promosi penjualan, penjualan pribadi, publisitas, dan pemasaran langsung. Tanpa semua komponen ini, strategi ini sangat tidak mungkin menarik pelanggan.

Kata Kunci: Strategi; Bauran Promosi; Tabungan Martabe.

Abstract

The subject of this research is Analysis of Promotion Mix Strategies on the Number of Martabe Savings Customers PT Bank SUMUT Tembung Branch Office. To formulate the problem, this study seeks to determine the following: (a) the relative importance of advertising variables in determining the number of Mart-Abe Savings customers; (b) the relative attractiveness of personal sales in increasing Mart-Abe Savings customers; (c) the relative importance of the Promotion Mix Strategy in influencing the number of Mart-Abe Savings customers; and (d) the role of the Strategy's Promotion Mix in increasing Mart-Abe Savings customers. The goals of this research were to ascertain the relative importance of advertising variables in influencing Martabe Savings customer numbers, to ascertain the relative attractiveness of personal sales in boosting customer numbers, to ascertain the impact of the Promotion Mix Strategy on customer numbers, and to ascertain the function of the Promotion Mix Strategy in boosting customer numbers. We use SPSS 20 for data processing. Both primary and secondary data are used as sources of information. To preserve Martabe, surveys are sent to consumers as a means of data collection. According to the study's findings, a promotional mix strategy can only succeed by including the following elements: advertising, sales promotion, personal sales, publicity, and direct marketing. With these components, the strategy is likely to attract customers.

Keyword: Strategy; Promotion Mix; Martabe Savings.

1. Introduction

In today's era, Indonesia is actively developing in all sectors, including the industrial and trade sectors (Kustanto, 2023; Sihombing, 2023). This aligns with the business world's development, which significantly impacts development in Indonesia and supports economic growth. One of them is the banking business sector, where many banks have competed relatively with each other in the fields of services and products offered by banks to the public (Nugraha & Astri, 2023). In line with increasing economic growth, banking is needed to smooth the wheels of a nation's economy (Bhegawati, 2020). Of course, in carrying out its activities, every bank wants its business to consistently succeed in achieving the goals set by the company, namely obtaining optimal profits to support smooth operations and the company's survival.

The banking business sector is essential to Indonesia's economic activities (Fitri, 2022). Many of the bank's products allow customers to choose which bank they want. Competition between banks is very tight because many companies are engaged in the same field, in the same market, and fighting for the same customers (Febriana, 2016; Listiani, 2019). Every bank can carry out the main activities above by attracting as many customers as possible. Banks that do not have good productivity and quality cannot survive amidst existing competition. For this reason, every bank must be able to pay attention to customer needs and desires because customers are the most important thing for the smooth running of a banking institution. The key to a bank attracting as many customers as possible is needed promotion and providing satisfactory service to what customers need (Bella, 2019).

Competition between banks ensures that each has its way of attracting customers, and each bank must be able to read each customer's needs, get closer to customers, or be more sociable (Yusdani, 2012). Every bank must do various things to attract customer's attention, which will affect the existence of the bank and the number of customers. To increase the number of customers, it is necessary to have a means called Marketing Mix, which includes four main variables: product, price, promotion, and place (Samsuri, 2017; Sinaga et al., 2021).

Promotion is one marketing mix component that significantly impacts the quantity of consumers (Alfiyanto, 2020; Hose et al., 2013). Banks may raise awareness of their goods and services among the general public and pique the attention of potential consumers via advertising in print and online media. In addition, promotion is a tool used to communicate with customers. Promotion is said to be successful if the audience can understand the message conveyed and makes the audience do something about the content of the message (Andika et al., 2021; Febriyanti et al., 2022; Primary et al., 2022; Zulkipli et al., 2022).

Promotions can run as expected and are carried out in various ways, making it easier for banks to influence customers and make it easier for customers to get the information needed about bank products and the bank (Santi, 2021). Promotion must also be adequately packaged to receive the aims and objectives appropriately and on target. For this reason, the promotion to be discussed is better known as the promotion mix (Novalia et al., 2021).

Advertising, direct marketing, personal selling, sales promotions, and publicity comprise the five primary components of the promotion mix. Each of these variables has different advantages and weaknesses, so companies must examine the use and benefits of the company by comparing various options. PT Bank SUMUT is one of the financial institutions or regional-owned banking business entities where the bank will face competition with other financial institutions/banks to market its products and services to the public, who will become its customers. Therefore, to overcome and win the competition, PT Bank SUMUT implements a promotion mix strategy to seize as many target markets as possible by anticipating any changes in its marketing environment.

PT Bank SUMUT has experienced quite advanced development in increasing its business because the marketing strategy policy can attract public interest to save its funds at Bank SUMUT. Every company always strives to be able to stay alive, develop, and be able to compete. Companies must consider promotional activities to obtain an objective policy in this context. The company will try to persuade prospective buyers or customers to purchase or use marketed products in promotional

activities. In this case, the company communicates with consumers or customers. An overarching plan for carrying out a task within a specific time frame is known as a strategy.

To attain their aims, well-developed strategies include coordinating work teams, having a central theme, finding supporting components based on logical concept execution, allocating funds efficiently, and having tactics. People often conflate strategy with tactics, yet the former has a broader reach and lasts longer. To illustrate the distinction, consider the following quote: "Strategy to win the whole championship with tactics to win one game." The term's original military connotations have now broadened to include a wide range of disciplines, including, but not limited to, economics, marketing, commerce, strategic management, chess, business, and sports (such as football and tennis).

2. Research Methods

A quantitative approach is used in this study. The data used in this research came from a survey or list of statements given to Martabe savings clients of PT Bank SUMUT Tembung Branch Office. It was analyzed using SPSS Version 20, a computer data processing tool. The Likert scale may be used to collect data from a variety of research items, including preexisting records or reports, as well as from literature reviews and other pertinent research sources. To gauge how someone feels about something, researchers use the Likert scale. "The Likert scale is based on the sum of respondents' attitudes in responding to statements related to the indicators of a concept or variable being measured." In this particular scale configuration:

- 1) Strongly Agree (SS) : 5
- 2) Agree (S) : 4
- 3) Disagree (KS) : 3
- 4) Disagree (TS) : 2
- 5) Strongly Disagree (STS): 1

From the results of the research collected, data processing techniques will be presented as follows:

- 1) Priya defines Multiple Regression Analysis as an analysis that predicts the dependent variable using the independent variables and analyzes the level of effect between one or more independent variables on the dependent variable. The equation formula as quoted in Sanusi, namely:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Where:

Y = Number of Customers

a = Constanta

b_1 = Regression coefficient of the Variable X_1

X_1 = Advertising

b_2 = Regression coefficient of the Variable X_2

X_2 = Sales Promotion

b_3 = Regression coefficient of the Variable X_3

X_3 = Personal Sales

b_4 = Regression coefficient of the Variable X_4

X_4 = Publicity

b_5 = Regression coefficient of the Variable X_5

X_5 = Direct Marketing

The data obtained will later be processed using a computer data processing program, namely SPSS Version 20, to produce a more accurate value of the coefficient of determination.

- 2) **Validity Test**
Validity tests are used to test whether data is valid or not. This study uses Sugiyono's (2016: 16) determination about the critical r / r table. Correlating the overall score with the sum of the component scores is how factor analysis is carried out, as previously said. A strong construct factor has a positive correlation of 0.30 or higher for each component. Therefore, it is clear that the instrument has strong construction validity from the examination of these aspects.
- 3) **Reliability Test**
Two or more measurements of the same symptoms taken with the same measuring instrument may reveal how consistent the findings are; this is what reliability testing is all about. Here, we employ the alpha Cronbach approach for reliability testing; a research instrument is considered dependable if and only if its reliability coefficient is greater than 0.60. The IR book has it.
- 4) **Test t (Partial Test)**
In this study, the t-test was conducted using $T \text{ table} = 1.661$, using $df = (N-2)$ to measure the $T \text{ table}$, so with $N = 98$ means $df = 96$, meaning the $T \text{ table}$ is on the order of 96 with a percentage of 10% (0.1).
- 5) **Test F (Simultaneous Test)**
In this study, the F test was done with $F \text{ table} = 1.91$, with $= 5, = 98$. With a percentage of 10% (0.1). $df_1 df_2$.

3. Results and Discussion

3.1 Result

3.1.1 Variable Measurement Scale

The variable measurement scale used in this study is the Interval Scale. According to Sanusi, the Interval scale (2011) in the book Business Research Methodology is a measurement scale that states the rank and construct distance from the measured. In other words, the interval scale expresses the order of prevalence and measures the distance between one option and another. That is why the interval scale is a better measurement scale than the ordinal scale.

1) Test Data Quality

A question item is valid if r_{hitung} it is the value of the corrected *item-total correlation* ($> r_{hitung} r_{tabel}$, which is 0.30

Table 1. Questionnaire validity test results

Advertising	$r_{counting}$	r_{table}	Information
Advertising (X1)			
1	0.557	0.30	Valid
2	0.570	0.30	Valid
3	0.424	0.30	Valid
4	0.577	0.30	Valid
5	0.398	0.30	Valid
6	0.475	0.30	Valid
7	0.649	0.30	Valid

8	0.592	0.30	Valid
Sales Promotion (X2)			
1	0.750	0.30	Valid
2	0.685	0.30	Valid
3	0.675	0.30	Valid
Personal Sales (X3)			
1	0.702	0.30	Valid
2	0.862	0.30	Valid
Publicists (x4)			
1	0.745	0.30	Valid
2	0.630	0.30	Valid
3	0.672	0.30	Valid
Direct Sales (X5)			
1	0.730	0.30	Valid
2	0.568	0.30	Valid
3	0.616	0.30	Valid
4	0.531	0.30	Valid
5	0.642	0.30	Valid
Number of Martabe Savings Customers (Y)			
1	0.737	0.30	Valid
2	0.793	0.30	Valid
3	0.790	0.30	Valid

Processed Primary Data Sources, 2018.

The results of the validity test, as shown in Table 1 above, indicate that all of the r_{hitung} values are higher than the threshold established by the Sugiyono book. In the validity test, the variable is considered legitimate if the value is $>$. Therefore, it is safe to say that everything is considered legitimate. table row r Heiligen table row.

2) Reliability Test

The reliability of a data gathering tool is shown by the results of reliability testing. The accuracy of the measured values is directly proportional to the dependability of the measuring device. The reliability and depth of each questionnaire variable is tested using alpha croncranch tests. The following table displays the reliability test results:

Table 2. Reliability test results
Reliability Statistic

Cronbach's Alpha	N of Items
0.831	24

Processed Primary Data Sources, 2018.

Based on the table above, the reliability test shows a *Cronbach alpha coefficient* (0.831) $>$ 0.60. The statement is considered *reliable* if the *alpha value* $>$ 0.60. This indicates that all variables are trustworthy because they have a good, consistent level and are dependable. Thus, the data from the population studied is included in the valid and reliable category, making it feasible for further testing.

3.1.2 Hipotesis Test

1) Multiple linear regression analysis

To examine the impact of the Promotion Mix on the quantity of consumers, this research used multiple regression analysis as its data analysis approach. The SPSS 20 software was used to calculate

the results of the multiple regression analysis in this investigation. You can see the analysis's findings in the table below.

Table 3. Multiple Linear Regression Test Results
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	7.271	2.142		3.395	0.001
Advertising	0.036	0.067	0.069	0.537	0.593
Sales Promotion	0.014	0.123	0.015	0.116	0.908
Sales personal	0.169	0.169	0.127	1.001	0.32
Publicity	0.029	0.144	0.023	0.202	0.841
Direct sales	0.122	0.099	0.17	1.233	0.221

a. Dependent Variable: Number of Martabe Savings Customers

Processed Data Sources, 2018.

Table 3 shows the results of the t-test. This value tests whether the independent Variable (advertising, sales promotion, personal sales, Publicity, direct sales) individually affects the dependent Variable (Number of Martabe savings customers). According to the findings of the regression equation analysis, all of the independent factors have a positive influence on the number of Martabe savings clients. This means that an increase in the independent variable will also lead to an increase in the dependent variable. Decreases in the independent variable have a corresponding effect on the dependent variable. Regression analysis yielded the following equation at the 10% level of significance: $Y = 7.271 + 0.036X_1 + 0.014 + 0.169 + 0.029 + 0.122$. Here is an explanation of the equation: [X2] [X3] [X4] [X5]

- a. *Constant* (α) = 7,271, meaning that the five independent variables are considered constants, then the value of the number of customers who save in mart-abe savings at PT Bank SUMUT Tembung Branch Office is 7,271
- b. Advertising (β_1) = 0.036, meaning that every time there is an increase in the Promotion Mix variable. Namely, advertising will be able to increase the number of Martabe savings customers (Y) by 0.036, assuming sales promotion, personal sales, Publicity, and direct sales.
- c. Sales promotion (β_2) = 0.014, meaning that every time there is an increase in the Promotion Mix variable, namely sales promotion, it will be able to increase the number of mart-abe savings customers (Y) by 0.014, assuming advertising, personal sales, Publicity, and direct sales.
- d. Personal sales (β_3) = 0.169, meaning that every time there is an increase in the Promotion Mix variable, namely personal sales, it will be able to increase the number of market savings customers (Y) by 0.169, with advertising, sales promotion assumptions, Publicity, and direct sales.
- e. Publicity (β_4) = 0.029, meaning that every time there is an increase in the Promotion Mix variable, namely Publicity, it will be able to increase the number of mart-abe savings customers (Y) by 0.029, assuming advertising, sales promotion, personal sales, and direct sales.
- f. Direct sales (β_5) = 0.122, meaning that every time there is an increase in the Promotion Mix variable, namely direct sales, it will be able to increase the number of market savings customers (Y) by 0.036, assuming advertising, sales promotion, personal sales, and Publicity.

According to the multiple regression equation, all of the independent factors have a positive effect on the number of Martabe savings clients. This means that a rise in one independent variable will lead to an increase in the dependent variable. Decreases in the independent variable have a corresponding effect on the dependent variable. The regression coefficient results reveal that the Variable of the Promotion Mix, specifically personal sales ($\beta_3 = 0.169$), has the greatest impact on

the number of mart-abe savings customers at PT Bank SUMUT Medan Branch Office. Direct sales ($\beta_5 = 0.122$), advertising ($\beta_1 = 0.036$), publicity ($\beta_4 = 0.029$), and sales promotion ($\beta_2 = 0.014$) are the least influential variables, according to the results.

2) Test coefficient of determination (R^2)

Table 4. Determination test result (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.327 ^a	0.107	0.058	1.33651

a. Predictors: (Constant) Direct Sales, Publicity, Sales Promotion, Personal Selling, Advertising
Processed Primary Data Sources, 2018.

The analysis of the coefficient of determination aims to determine how far the ability of independent variables (advertising, sales promotion, personal sales, Publicity, direct sales) together in explaining the dependent Variable (number of Martabe savings customers). According to Table 4.4 of the SPSS 20 study's results, the Adjusted R Square value is 0.058, which means that 5.8% of the martabe savings customers at PT Bank SUMUT Tembung Branch Office can be explained by the variables of the Promotion Mix (advertising, sales promotion, personal sales, publicity, direct sales), while other variables not mentioned in the study account for the remaining 94.2% (100% - 5.8%).

3) T-test (partial test)

Table 5. T-test result (partial test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Std.		Beta		
	B	Error			
(Constant)	7.271	2.142		3.395	0.001
Advertising	0.036	0.067	0.069	0.537	0.593
Sales Promotion	0.014	0.123	0.015	0.116	0.908
Personal Selling	0.169	0.169	0.127	1.001	0.32
Publicity	0.029	0.144	0.023	0.202	0.841
Direct sales	0.122	0.099	0.17	1.233	0.221

a. Dependent Variable: Number of Martabe savings customers
Processed Primary Data Sources, 2018.

The partial test shows whether the individual independent Variable (partial) influences the dependent Variable. If counting > and value of the sig < α , then accepted, which means influential, and vice versa. If the < and sig are >, then accepted, which means no effect. The results of the t-test are seen in Table 4.5 and explained as follows:

- a. The Variable of the Promotion Mix, namely advertising, has $t_{COUNTING} = 0.537 < = 1.661$ and significant $0.593 > 0.10$. The reason is that advertising partially does not substantially affect the number of Martabe savings customers. t_{tabel}
- b. The Variable of the Promotion Mix, namely sales promotion, has $t_{hitung} = 0.116 < = 1.661$ and significant $0.908 > 0.10$. The reason is that partial sales promotion does not significantly affect the number of Martabe savings customers. t_{tabel}

- c. The Promotion Mix variable, namely personal sales, has $t_{hitung} = 1,001 < = 1,661$ and significant $0.320 > 0.10$. The reason is that partial personal sales do not significantly affect the number of Martabe savings customers. t_{tabel}
- d. The Variable of the Promotion Mix, namely Publicity, has $t_{hitung} = 0.202 < = 1.661$ and significant $0.841 > 0.10$. The reason is that partial Publicity does not significantly affect the number of Martabe savings customers. t_{tabel}
- e. The Promotion Mix variable, namely direct sales, has $t_{hitung} = 1,233 < = 1,661$ and significant $0.221 > 0.10$. The reason is that partial direct sales do not significantly affect the number of Martbe savings customers. t_{tabel}

4) F test (simultaneous test)

Table 6. F test result (simultaneous test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.663	5	3.933	2.202	.061 ^b
Residual	164.337	92	1.786		
1 Total	184	97			

a. Dependent Variable: Number of Martabe Savings Customers

b. Predictors: (Constant) Direct Sales, Publicity, Sales Promotion, Personal Selling, Advertising

Processed primary data sources, 2018

Test F is to determine whether the promotion mix variables, namely advertising, sales promotion, personal sales, Publicity, and direct sales, together significantly affect the number of martabe savings customers with > provisions then. If the considerable level is smaller than the $F_{counting} > F_{tabel}$ H_1 the specified level of significance (0.10). The results of Test F in Table 6 show $F_{counting} = 2.202 > = 1.91$ and $0.061 < 0.10$. So = accepted. Thus, it is proven that the Promotion Mix variable significantly influences the number of Martabe savings customers. $F_{tabel} H_1$.

5) Normality test

The distribution of a good regression model is normal or very close to it. For this test, the researchers analyzed the data graphically by comparing the cumulative distribution of the real data with the normal distribution data and by examining the histogram, which assumes observation data with a distribution near to normal. A normal distribution is one in which the line depicting the real data is near to the normal line. The normal probability plot and histogram are shown graphically below.

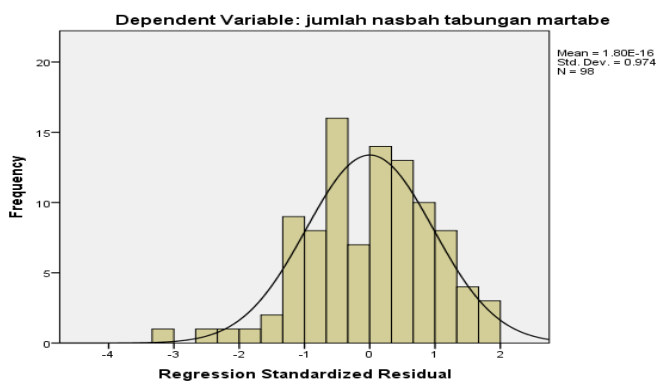


Figure 1. Histogram
Processed Primary Data Sources, 2018

Above, we can see a histogram comparing data from observations with data from a distribution that is close to the normal distribution. We may infer that the regression model meets the normality condition since the histogram graph closely resembles a normal distribution pattern.

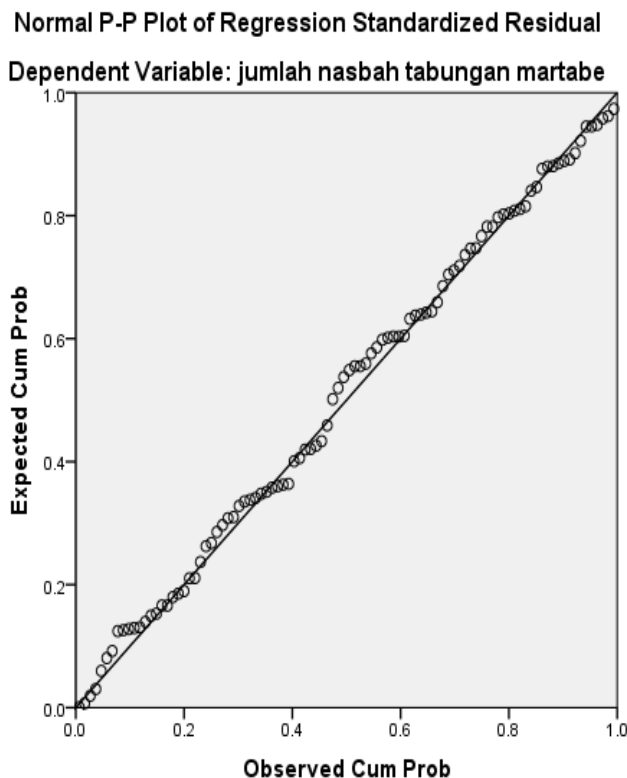


Figure 2. Normal Probability Plot
Processed Primary Data Sources, 2018

In the internal graph plot above, we can see a comparison between the real data's cumulative data and the normal data's cumulative distribution. In a normal graph, the plot shows points spreading around the diagonal line while the spread follows the direction of the diagonal line. So, it can be concluded that the regression model satisfies the normality assumption.

3.2 Discussion

The Variable of the Promotion Mix is that advertising has $t_{hitung} = 0.537 < = 1.661$ and significant $0.593 > 0.10$. The reason is that partial advertising does not significantly affect the number of Martebe savings customers. This means that advertising does not have more of a role in the number of Martabe savings customers. It can also be said that if only advertising variables are relied on without supporting other variables, it can be ascertained that variables do not influence the number of Martabe savings customers. Judging from other tests t_{tabel} Advertising () = 0.036, meaning that every time there is an increase in the Promotion Mix variable. Namely, advertising will be able to increase the number of Martabe savings customers (Y) by 0.036, assuming sales promotion, personal sales, Publicity, and direct sales. This means that advertising has a role of 0.036 or 3.6% with the support of other variables. β_1

The Promotion Mix variable, namely sales promotion, has $t_{hitung} = 0.116 < = 1.661$ and significant $0.908 > 0.10$. The fact that partial sales promotion does not have a significant effect on the number of Martabe savings customers. This means that sales promotion does not have more of a role in the number of Martabe savings customers. It can also be said that if only the sales promotion

variable is relied on without supporting other variables, it can be ascertained that the Variable does not influence the number of Martabe savings customers. Judging from other tests t_{tabel} Sales promotion $\beta_2 = 0.014$, meaning that every time there is an increase in the Promotion Mix variable. Namely, advertising will be able to increase the number of Martabe savings customers (Y) by 0.014, assuming advertising, personal sales, Publicity, and direct marketing. This means that sales promotion has a role of 0.014 or 1.4% with support from other variables. β_2

The Promotion Mix variable, namely personal sales, has $t_{hitung} = 1,001$, $< = 1,661$ and significant $0.320 > 0.10$. The fact that partial personal sales did not significantly affect the number of Martabe savings customers. This means that personal sales do not have more of a role in the number of Martabe savings customers. It can also be said that if only personal sales variables are relied on without supporting other variables, it can be ascertained that variables do not influence the number of Martabe savings customers. Judging from other tests t_{tabel} Personal sales $\beta_3 = 0.169$, meaning that every time there is an increase in the Promotion Mix variable, personal sales will increase the number of Martabe savings customers (Y) by 0.169, assuming advertising, sales promotion, Publicity, and direct marketing. This means that personal sales have a role of 0.169 or 16.9% with support from other variables. β_3

The Variable of the Promotion Mix, namely Publicity, has $t_{hitung} = 0.202 < = 1.661$ and significant $0.841 > 0.10$. The fact that Publicity did not have a significant effect on the number of Martabe's savings customers. Publicity does not have a larger role in the number of Martabe's savings customers. It can also be said that if only the publicity variable is relied on without supporting other variables, it can be ascertained that it does not influence the number of Martabe savings customers. Judging from other tests t_{tabel} Publicity $\beta_4 = 0.029$, meaning that every time there is an increase in the Promotion Mix variable, namely Publicity, it will be able to increase the number of Martabe savings customers (Y) by 0.029, assuming advertising, personal sales, sales promotion, and direct marketing. This means that advertising has a role of 0.029 or 2.9% with support from other variables. β_4

The Variable of Promotion Mix, i.e., direct marketing or direct sales, has $t_{hitung} = 1.233 < = 1.661$ and significant $0.221 > 0.10$. The reason is that partial direct marketing does not significantly affect the number of Martabe savings customers. This means that direct marketing does not have more of a role in the number of Martabe savings customers. It can also be said that if only direct marketing variables are relied on without supporting other variables, it can be ascertained that variables do not influence the number of Martabe savings customers. Judging from other tests t_{tabel} Direct marketing $\beta_5 = 0.122$, meaning that every time there is an increase in the Promotion Mix variable, namely direct marketing will be able to increase the number of Martabe savings customers (Y) by 0.122, assuming advertising, sales promotion, personal sales, and Publicity. This means that advertising has a role of 0.122 or 12.2% with support from other variables. The results of Test F in Table 4.6 show $\beta_5 F_{hitung} = 2.202 > = 1.91$ and $0.061 < 0.10$. So = accepted. Thus, it is proven that there is a very significant influence of the Promotion Mix variables, namely advertising, sales promotion, personal sales, Publicity, and direct sales, on the number of martabe savings customers at PT Bank SUMUT Tembung Branch Office. $F_{tabel} H_1$

The role of the promotion mix strategy in increasing the number of mart-abe savings customers is known that the magnitude of the *Adjusted R Square value* is 0.058, which means that the variables of the Promotion Mix, namely advertising, sales promotion, personal sales, Publicity, direct sales can explain the number of mart-abe savings customers at PT Bank SUMUT Tembung Branch Office, which is 5.8% while the remaining 94.2% (100% - 5.8%) the number of mart-abe taabungan customers at PT Bank SUMUT Kantor The Tembung branch is explained by other variables that were not raised in this study. The results of the regression coefficient obtained show that the Variable of the Promotion Mix, namely personal sales ($\beta_3 = 0.169$) is the largest Promotion Mix variable that affects the number of mart-abe savings customers at PT Bank SUMUT Medan Branch Office, then direct sales ($\beta_5 = 0.122$), advertising ($\beta_1 = 0.036$), Publicity ($\beta_4 = 0.029$), and sales promotion ($\beta_2 =$

0.014) Being the lowest Promotion Mix variable that affects the number of martabe savings customers at PT Bank SUMU Tembung Branch Office. This means that the role of Strategy in increasing the number of mart-abe savings customers has a small role each, which means that running a promotion mix strategy is not possible per Variable but must be entire. In other words, not only do the variables raised in this study have a role in increasing the number of Martabe savings customers, but other variables are not discussed in this study.

4. Conclusion

Based on the results of the discussion in the previous chapter, it can be concluded that implementing the promotion mix strategy requires good preparation, proficiency, diligence, and accuracy. The results of the last chapter show that implementing the promotion mix strategy cannot be done per Variable because it only has a small role in the number of Martabe savings customers. The variables that have more of a role in the promotion mix strategy, especially in this study, are marketing and direct sales, with t-test results 1,233. However, direct sales have no effect when compared with the partial r table. Other variables must support direct sales to influence the number of mart-abe savings customers at PT Bank SUMUT Tembung Branch Office.

5. References

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