

**PENGARUH *PERSONAL SELLING* DAN KERELASIAN NASABAH
TERHADAP KEPUTUSAN PENGGUNA KREDIT PT. BANK BRI UNIT
JOMBANG**

ABSTRAK

Oleh:

Lanny Rosyidah

Dosen Pembimbing

Dr. Abdul Rohim, SE,M.Si

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh *personal selling* dan kerelasiaan nasabah terhadap keputusan pengambilan kredit di Bank BRI Unit Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi dalam penelitian ini adalah nasabah kredit pada BRI Unit Jombang dengan sampel penelitian sebanyak 98 nasabah, analisa data dengan menggunakan metode statistik Regresi Linier berganda, pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa *Personal Selling* mampu meningkatkan keputusan pengambilan kredit dan Kerelasiaan nasabah mampu meningkatkan keputusan pengambilan kredit PT. Bank BRI Unit Jombang

***Kata Kunci:* *personal selling*, kerelasiaan nasabah dan keputusan pengambilan kredit**

THE EFFECT OF PERSONAL SELLING AND CUSTOMER RELATION TO DECISION OF CREDIT USERS PT. BANK BRI UNIT JOMBANG

ABSTRACT

By:
Lanny Rosyidah

Consellor

Dr. Abdul Rohim, SE,M.Si

This study aims to determine and analyze the effect of personal selling and customer relationship on credit decision making at the BRI Bank Jombang Unit. The study uses explanatory research methods carried out through data collection in the field. the population in this study were credit customers at BRI Jombang Unit with a sample of 98 customers, data analysis using multiple linear regression statistical methods, hypothesis testing and coefficient of determination. Based on the results of the study showed that Personal Selling is able to improve credit decision making and customer relationship is able to improve credit decision making PT. Bank BRI Jombang Unit

Keywords: personal selling, customer relations and credit decision making