

ABSTRACT

The current economic climate is changing the industry in different ways. Nowadays, the situation of the banking industry faces in a tight competition. The changing consumer need and wants, and fast evolving technology will be increased opportunity of the all key environmental in the banking industry to approach the customers. Taplus BNI as the providing the savings account would like to engage in the buying decision of the product which will give them the emotional needs. This objective research is to identify the influence of integrated marketing communication on brand awareness in Taplus BNI KCU Perintis Kemerdekaan Bandung.

The methods used in this research are explanatory to identify cause and effect of certain phenomenon and causal which is undertaken in order to ascertain and be able to describe the characteristic of the variables of interest in a situation. Simple convenience is the way to used the sampling technique with 400 respondents separated in BNI KCU Perintis Kemerdekaan Bandung.

The results of path coefficient calculation is commonly assumed that the influence of advertising, direct marketing, public relations, sales promotion, personal selling, packaging, event & sponsorship and customer service on brand awareness by 99.4%, while 0.06% is influenced by other factors not examined in this research for instance, the word of mouth, interactive marketing, etc.

Packaging is the highest of classification assessment and categorized as good which is got 77.73% perceived by customer. Brand awareness got 75.31 of the classification perceived by customers. Marketers should focus on increasing the communicating through advertising, packaging and personal selling

Keyword : Banking, BNI, Integrated Marketing Communication, Brand Awareness