

## **ABSTRAK**

Jody Alfian Putra, 2021 "Pengaruh Inovasi, Promosi dan Diversifikasi Produk Terhadap Peningkatan Nasabah Bank BRI Unit Candipuro". Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Metro. Pembimbing: (1) Dr. H. Febriyanto, S.E., M.M dan Pembimbing (2) Nani Septiana, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh inovasi, promosi dan diversifikasi produk terhadap peningkatan nasabah bank BRI Unit Candipuro. Dengan membagikan kuisisioner berupa pertanyaan seputar inovasi, promosi dan diversifikasi produk terhadap peningkatan nasabah. Kemudian diolah dengan SPSS versi 22 dengan pendekatan uji asumsi klasik dengan metode normalitas, linieritas, homogenitas. Penelitian ini menggunakan metode kuantitatif dengan alat analisis regresi linier berganda, uji parsial, uji F, determinasi untuk mengetahui pengaruh inovasi, promosi dan diversifikasi produk terhadap peningkatan nasabah bank BRI Unit Candipuro. Hasil penelitian menunjukkan bahwa secara simultan inovasi, promosi dan diversifikasi produk. Penelitian secara parsial menunjukkan bahwa inovasi berpengaruh positif dan signifikan, promosi berpengaruh positif dan signifikan dan diversifikasi produk berpengaruh positif dan signifikan terhadap peningkatan nasabah.

**Kata Kunci : Inovasi, Promosi, Diversifikasi Produk, Peningkatan Nasabah**

## **ABSTRACT**

*Jody Alfian Putra, 2021 "The Effect of Innovation, Promotion and Product Diversification on Increasing Customers of Candipuro Unit BRI Bank ". Faculty of Economics and Business, Universitas Muhammadiyah Metro. Advisors: (1) Dr. H. Febriyanto, S.E., M.M and Supervisor (2) Nani Septiana, S.E., M.M.*

*This study aims to determine the effect of innovation, promotion and product diversification on increasing customers of the Candipuro Unit BRI bank by distributing questionnaires in the form of questions about innovation, promotion and product diversification to increase customers. The data were processed with SPSS version 22 with the classical assumption test approach with the methods of normality, linearity, homogeneity. This study uses quantitative methods with multiple linear regression analysis, partial test, F-test, determination of the effect of innovation, promotion and product diversification on increasing customers of Candipuro Unit BRI Bank. The results showed that simultaneously innovation, promotion and product diversification. Partial research shows that innovation has a positive and significant effect, promotion has a positive and significant effect and product diversification has a positive and significant effect on increasing customers.*

**Keywords : Innovation, Promotion, Product Diversification, Customer Improvement**