

ABSTRACT

The bank is the financial institution that is currently used by the community, one example of Bank Negara Indonesia. Bank Negara Indonesia is one of the state-owned public banks that are mandated to improve people's economy and participate in national development. As we know, personal selling is often used by companies, one of which is Bank Negara Indonesia. Companies usually apply personal selling to learn more about the wishes, complaints and suggestions of consumers about the products or services offered by the bank. The study uses research plans with qualitative approaches and types of descriptive research. The results displayed are in the form of words, as well as the data described is the result of interviews and observations originating from customers or customers of Bank Negara Indonesia. The data collection techniques used in this study include interviews, documentation and observations. Analysis Data using qualitative analysis is a descriptive observation. In this research, the author submitted 8 questions to 20 customers through 4 indicators of personal selling, which customers who responded are customers of Bank Negara Indonesia JPK Cabnag Bandung. The results of this study received an excellent response from customers with a percentage of 53.75% which has been added from the calculation of 4 personal selling indicators. Therefore, it can be concluded that the personal selling applied by the company is very good. Companies should maintain this personal selling implementation or improve it in order to get a better response in the future.

Keywords: *Personal Selling, promotional mix, marketing*