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Literature Study: Banking Marketing Strategy Management In Increasing Customers

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Abstract; The development of banking continues to show very rapid and significant progress, updates and innovations in this business area are very fast and seem to keep up with the times. Banking is not only a place where we deposit and withdraw the money we have, more broadly from the core of this concept, banking is one of the biggest cogs in the current economic cycle. This type of research is a literature study. Zed in Kartiningsih's research (2015) said that the literature study method is a series of activities related to methods of collecting library data, reading and taking notes, and managing research materials. Kartiningsih added that literature studies are carried out by each researcher with the main aim of finding basic foundations for obtaining and building a theoretical basis, framework of thinking, and determining temporary assumptions or also known as research hypotheses. So that researchers can group, allocate Marketing Management, organize and use a variety of literature in their field. 1. Banking is a business, where a business has to achieve targets that must be completed as a reference for the health of its business. In this era of free competition, the banking business not only makes other banks rivals, but with the rapid development of financial service products. emerging on a technological basis

Keywords: Banking Marketing Strategy Management ; Customers

INTRODUCTION

The development of banking continues to show very rapid and significant progress, updates and innovations in this business area are very fast and seem to keep up with the times. Banking is not only a place where we deposit and withdraw the money we have, more broadly from the core of this concept, banking is one of the biggest cogs in the current economic cycle.

Banking as a financial business line certainly has challenges and competition which is not easy, especially as it must be able to keep up with the times which continue to grow rapidly, of course this is related to the competitive situation which is

changing very quickly with the system that applies in the global market where competition in it is very sharp. both in domestic and international markets.

In the era of free competition, every company faces intense competition. The increasing intensity of competition from competitors means that companies must look at what customers or consumers need and try to fulfill it by providing the best and most satisfying service, so that they can dominate the market. Service quality and management are factors that can influence service loyalty. Building customer loyalty has a big role in the growth and survival of banking institutions, so companies must have effective concepts and strategies in order to win the competition.

The heart of the continuity of this business is the debtor or customer, so it can be ensured that all banks compete to attract as many customers as possible with various strategies, of which the strategies created are strategies that can attract, bind and benefit the customers themselves. Therefore, a mature marketing process is needed.

Marketing has a very broad meaning, some argue that marketing is promotion and sales, this opinion is not completely wrong. Philip Kotler defines marketing as a human activity directed at efforts to satisfy wants and needs through an exchange process.

Melati (2021) the starting point for marketing lies in human needs and desires. Human needs and desires can be fulfilled by the existence of products or resources as a means of satisfying these needs. Marketing exists when any of us decides to satisfy his needs in a way called exchange.

Marketing grows and develops as society grows and develops, starting from an economic stage based on agriculture and meeting one's own needs to an economic stage based on the division of occupational specialization, then industrial and urbanization.

PROBLEM FORMULATION

Referring to the description of the problem explained above, the problem obtained formulation is as follows:

1. How is banking marketing strategy managed to increase customers?
2. What is the role of digital banking marketing strategy management in increasing customers?

RESEARCH OBJECTIVES

3. To understand the role of banking marketing strategy management in increasing customers.
4. To find out how digital marketing strategy management can increase customers.

RESEARCH BENEFITS

1. For researchers
 - a. It is hoped that the results of this research will provide benefits, especially to researchers, in explaining how banking marketing management strategies can increase their customers.
 - b. Implementing the knowledge and theories that researchers gain to make this paper have useful value
2. For the public
 - a. Researchers hope that this research can become evaluation material to improve existing writing to make it better and more complete.

- b. Researchers hope that it can become a reference that can be used for further research.

RESEARCH METHODS

This type of research is a literature study. Zed in Kartiningsih's research (2015) said that the literature study method is a series of activities related to methods of collecting library data, reading and taking notes, and managing research materials. Kartiningsih added that literature studies are carried out by each researcher with the main aim of finding a basis/ foundation for obtaining and building a theoretical basis, framework of thinking, and determining temporary conjectures or also known as research hypotheses. So that researchers can group, allocate Marketing Management, organize and use a variety of literature in their field.

RESULTS AND DISCUSSION

Yunus (2016), several experts in management science define management in different ways. One definition of management is the decisions and actions that result in the formulation and implementation of plans designed to achieve goals.

(Pearce II & Robinson, 2008). Strategic management consists of nine important tasks, including:

1. Formulate the company mission, including a broad statement regarding the company's aims, philosophy and goals.
2. Conduct an analysis that reflects the internal conditions and capabilities of a company.
3. Start with the company's external environment, including competitive factors and other general contextual factors.
4. Analyze the company's options by adapting its resources to the external environment
5. Identify the most profitable options by evaluating each option based on the company's mission.
6. Choose a set of long-term goals and primary strategies that will produce the most profitable choices
7. Develop annual goals and short-term strategies that are in accordance with the long-term goals and main strategies that have been determined.
8. Implement the chosen strategy through budgeted resource allocation, where adjustments between work tasks, people, structure, technology and reward systems are emphasized
9. Evaluate the success of the strategic process as input for future decision making

As explained above, strategic management includes things which is related to planning, directing, organizing and controlling the company's own strategic decisions and actions.

According to Kotler and Keller (2009), marketing management is a science that studies procedures for selecting and obtaining target markets, retaining and developing customers by creating, conveying and communicating superior value to customers. Marketing people market 10 types of entities, goods, services, events, experiences, people, places, property (ownership rights), organizations, information and ideas.

The definition of a bank according to Law No. 10 of 1998 is a business entity that collects funds from the public in the form of savings and also distributes them to the public in the form of credit or other forms in order to improve the standard of living of many people.

One marketing strategy that is often used is Marketing Mix, namely the marketing mix consisting of 4Ps: Product, Price, Promotion and Place. For service companies, 2

more Ps are added, namely: People and Process. How to apply the marketing mix to the Bank's products and services. Discussion of the application of the marketing mix to banking products and services can be seen as follows:

1. Products.

What is important to pay attention to in the design and service products of the Bank are the accompanying attributes, such as: systems, procedures and services. The design of Bank products and services also pays attention to matters relating to size, shape and quality.

2. Price.

The definition of price in Bank products and services, in the form of counter performance in the form of interest rates, both for savings and loan products, as well as fees for banking services.

3. Promotion.

Promotional activities for Bank products and services are generally carried out through advertisements in mass media or television. The overall concept of promotional activities includes:

- a. advertising, / advertising
- b. sales promotion / sales promotion
- c. public relations,
- d. sales training,
- e. marketing research / marketing research
- f. Development / development

4. Place. Or also called distribution channels.

Distribution channels for Bank products and services, in the form of cash offices, which directly provide the products and services offered. With increasingly advanced technology, distribution channels can be carried out via telecommunications channels such as telephone and internet networks.

5. Browse.

The characteristic of bank business is the dominant element of personal approach, both from the front office, back office to managerial level. Bank workers are required to serve customers optimally.

6. Process.

Covers systems and procedures, including requirements or conditions imposed by the Bank on Bank products and services. Systems and procedures will reflect the assessment, whether service is fast or slow. In general, customers prefer a fast process, even though for the Bank it will pose a higher risk. Use of technology efficiency and excellent creativity are needed, for a fast but safe process.

There is a difference between the terms marketing and sales. These two terms have different concepts. In the sales concept, a company launches a new product. After that, the company uses all sales methods to persuade consumers to buy the product. Once consumers are persuaded, it is hoped that they will buy the product so that the company makes a profit. So, in the sales concept, the company directs consumer demand to suit the products it has. This is different from the marketing concept.

In the marketing concept, the company's steps begin with exploration to find out what consumers want or need. Then, the company develops a product that can fulfill consumers' desires or needs, from here the company makes a profit. Here, companies adapt their products to meet consumers' desires or needs (Sukirno, 2004:206).

WY. Stanton explains that marketing is something that includes the entire system related to planning and determining prices to promoting and distributing goods and services that can satisfy the needs of actual and potential buyers. With this definition, it can be seen that sales is part of the marketing division. Meanwhile, the job description for marketing itself includes very broad and complex activities. If new sales activities begin after a product has been produced,

Nilam (2012) states that marketing has an important role in business ventures and can even determine whether a company develops or not. Reliable human resources in marketing are the benchmark for the business being managed. The marketing emphasis process will be more complete if it is balanced with maximizing the quality of service products.

A product that is consumed or used by customers or consumers will eventually reach a saturation point, if this is not overcome, customer consumption of the product will decrease. The strategy that must be implemented so that customers do not switch to our competitors is as follows:

1. Manage and maintain the level of consumer satisfaction

This can be done through redesigning products, providing special services to consumers, advertising product benefits and so on.

2. Simplify or facilitate the process of getting products. For example, by offering various product variations, using sales through intermediaries.
3. Increase the attractiveness of the product

This is done so that customers do not switch to other brands. For example, by developing brand extensions, offering products under various brands, lowering prices, and so on.

In a study of consumer trust in brands, for example, Hess (1995 in Sirdeshmukh, Singh, and Sabol, 2002) showed that altruism, or the perception that a brand has consumers' best interests at heart, explained the largest proportion (40%) of the variance in trust. Smith and Barclay (1997) also found that character (including operational virtues) has a significant impact on investment in the relationship between buyers and sellers. Strategy for finding new customers:

1. Take a position facing competitors directly.

For example, by developing special characteristics for the product so that the product has advantages over competing products, reducing prices, increasing promotions through an effective promotional mix.

2. Take a position that is directly different from competitors

For example, by designing and promoting certain benefits that competitors do not have using specific and different distribution channels, packaging, service systems, prices (for example by implementing bundling pricing).

Competition in today's banking world is getting thicker. They certainly have stronger capital and have high quality and professional human resources (HR) and have a high level of information technology (IT) so that they are more reliable and more effective in supporting global banking operations. So how do you win domestic banking competitions? Therefore, it is necessary to strive and look for various reliable techniques as weapons in the national banking war. When trade boundaries become thinner, the world will become a borderless world. This means that each country is free to market its products to other countries.

And the only way to become a winner is to have high competitiveness and continue to innovate. Steps that must be taken to win the competition:

1. Give birth to new innovations

If a product is innovated, our product will have advantages compared to competitors' products, so the opportunity to win the competition is very large.

2. Carry out product diversification and differentiation
Product diversification and differentiation are strategies carried out to enter a market. If the process is structured well, then victory in the competition will be achieved.
3. Knowledge Management (KM) Solutions
Knowledge Management is a web-based business solution that is useful in managing all the knowledge owned by a company. Implementation of webbased KM technology which is closely related to information technology. For a long time, information technology has been proven to be able to change a business process that previously tended to be conventional to become faster, more informative, innovative and modern. Managing here is not limited to saving, but also creating a learning culture within the company through a knowledge exchange process. So, it will make it easier for companies to carry out independent learning and provide solutions to the problems they face. That way, the process of increasing company knowledge will not require large costs and take a long time. Slowly but surely, a learning culture will grow in the company environment. As a result, companies can be confident in competing to be the best. Building employee motivation and creating employee competency. By significantly increasing employee motivation and competency, the company will be able to create products and solutions for its customers.
4. Complaint management
In general, it is a system for monitoring the attitudes and satisfaction of customers, distributors and other participants in the marketing system so that management can take quicker steps to resolve problems. The most important element is the customers, so the essence of complaint management is retaining existing customers (customer retention). By retaining customers, the burden of finding new customers is reduced. In fact, the company is helped by the positive response from its satisfied customers, thereby attracting new customers. A company that responds well to complaints actually extends a second chance to satisfy its customers.

CONCLUSION

1. Banking is a business, where a business has to achieve targets that must be completed as a reference for the health of its business. In this era of free competition, the banking business not only makes other banks rivals, but with the rapid development of financial service products. emerging on a technological basis
2. By looking at the very competitive market competition, banks are obliged to have marketing strategies that are right on target, like business in general where consumers are the goal of life for a company, customers are the key to competition in the banking business, both individual customers and customers from corporate bodies, In the world of banking business as a financial service, the main attraction is service that can really satisfy customers.
3. To increase the quantity of customers, banks must improve the quality of services and the banking system itself, provide solutions to customer complaints, meet customer needs, simplify service systems, both conventional and digital-based service systems, because the opening of the era of free competition is followed by rapid technological progress as friends who accompany you in your daily life.

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