

## **ABSTRACT**

### ***“The Effect of Personal Selling Methods, Bank Promotion, Digital Bank Services on Decision of Bank BTPN Jenius customers in DKI Jakarta”***

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*In this era of growing globalization, there is a need for consumers to be more innovative and creative in adjusting their needs and uses. Especially in the digital and banking world. Currently, it has become an innovative series owned by banks in Indonesia. This is done so that these banks can continue to attract customers to make transactions and use savings. However, with the solution of the existence of a digital bank, it is currently a leading chain for banks to be able to create this. This study aims to determine the effect of the method of personal selling techniques, bank promos, and digital bank services on the ability to make customer decisions. This study uses a quantitative method with a descriptive approach and multiple linear regression analysis techniques. In the research process, the quantitative research method is the method that will be used with customer research objects at Bank BTPN Jenius domiciled in DKI Jakarta. In this study, the exact number of population is not known and researchers used purposive sampling as a sampling method with a total sample of 140 samples and data were collected through a questionnaire.*

**Keyword:** *Personal Selling, Bank Promotion, Digital Bank Services*