

## ABSTRACT

This study aims to determine whether the Funding Officer, Account Officer and Promotion has a relationship with the Performance Bank BRI Branch Cipulir. And scientifically analyze and prove the relationship between influence Funding Officer, Account Officer and Promotion to Performance Branch of Bank BRI Cipulir.

Variables used in this study were variable Funding Officer, Account Officer and Promotion of the independent variable and the variable Performance Branch of Bank BRI Cipulir as the dependent variable.

This study is a category of business research.

The method used in this research is distribution of questionnaires to the respondents / BRI customers Cipulir Branch and then using SPSS tools to determine the extent of the influence of independent variables to the dependent variable assisted by testing the correlation matrix for each variable.

The results of this study indicate that the Funding Officer, Accounts Officer and Promotion have a positive and significant impact on performance BRI Cipulir branch partially this is evidenced by the t-test conducted on the four variables. And also Funding Officer, Accounts Officer and Promotion have a positive and significant impact on performance BRI branch Cipulir simultaneously this is evidenced by the f test conducted on the four variables. as well as the correlation between each Funding Officer, Accounts Officer and Promotion of the Performance Bank BRI is very strong

Keywords : *Funding Officer, Account Officer, Promotion, Performance branch of Bank BRI Cipulir, Correlation Between Variables*

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah Funding Officer, Account Officer dan Promosi memiliki hubungan dengan Kinerja Bank BRI Cabang Cipulir dan menganalisa serta membuktikan secara ilmiah pengaruh dan hubungan antara Funding Officer, Account Officer dan Promosi terhadap Kinerja Bank BRI Cabang Cipulir..

Variabel yang digunakan pada penelitian ini adalah variabel Funding Officer, Account Officer dan Promosi sebagai variabel bebas serta variabel Kinerja Bank BRI Cabang Cipulir sebagai variabel terikat.

Penelitian ini merupakan katagori riset bisnis.

Metode yang digunakan dalam penelitian ini adalah dengan cara melakukan penyebaran kuesioner kepada para responden / nasabah BRI Cabang Cipulir lalu di olah menggunakan metode SPSS untuk mengetahui sejauh mana pengaruh peranan variabel bebas terhadap variabel terikat dengan dibantu oleh uji matrik korelasi terhadap masing masing variabel.

Hasil penelitian ini menunjukkan bahwa Funding Officer, Account Officer dan Promosi berpengaruh positif dan signifikan terhadap Kinerja Bank BRI Cabang Cipulir secara parsial hal ini dibuktikan dengan uji t yang dilakukan terhadap ke empat variabel tersebut. serta Funding Officer, Account Officer dan Promosi berpengaruh positif dan signifikan terhadap Kinerja Bank BRI Cabang Cipulir secara simultan hal ini dibuktikan dengan uji f yang dilakukan terhadap ke empat variabel tersebut. serta korelasi masing-masing antara Funding Officer, Account Officer dan Promosi terhadap Kinerja Bank BRI adalah sangat kuat..

Kata Kunci: *Funding Officer, Account Officer, Promosi, Kinerja Bank BRI Cabang Cipulir, Korelasi Antar Variabel*