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ABSTRACT

This research is embodied in direction of finding the information regarding the effectiveness of promotional strategy of *Sijil Simpanan Premium*, one of *Bank Simpanan Nasional's* products and how effective it is to reach all potential and existing customers. The study will be based on the respondent's background, knowledge and perception towards the promotional strategy of *Sijil Simpanan Premium*. The major findings in this research is whereby the regardless with the objectives, the most important factors affecting the effectiveness of the promotional strategy of *Sijil Simpanan Premium*.

To analyze the data, a total of four variables were taken into consideration. There are price, design and features, promotion and selecting the authorized dealer. Data were entered using Statistic Package Social Science (SPSS) software. In analyzing the data, the analysis was divided into preliminary and details analysis. In order for the study of this research is to be completed, there will be listed some recommendations by the researcher itself and also by the respondents to solve the problem occur.