

ABSTRACT

CORRELATION OF KNOWLEDGE BANK INTEREST, UNDERSTANDING CONCEPT OF SERVICE AND PRODUCT TOWARD DESIRE TO SAVE OF UNIVERSITY STUDENT OF ECONOMICS PEDAGOGY SOCIAL MAJOR OF LAMPUNG UNIVERSITY

By

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The focus of this research is related to the second tradition of Social Science Pedagogy, which state that Social Science as a science. There are eight social science disciplines which support development of social studies. In this research, writer investigates the economics only, specifically about Banking. Banking subject is an important subject to university students. Since in their daily routine of university activity related to the banking. Bank BNI 46 statement shows that there is a little activity almost all of university students of economics pedagogy account. Related to this statement, writer try to find out whether is there any relationship of knowledge bank interest, facility and Bank's product toward students' desire in saving. That relationship will be investigated by the writer, so, the title of this research is "Relationship of Knowledge Bank Interest, Understanding Concept of Services and Product Toward Desire to Save of University Students of Economics Pedagogy Social Major of Lampung University"

Objective of this research are : (1) to find out whether understanding about bank interest influence university students of Economics Pedagogy Lampung University desire in saving; (2) to find out whether understanding about concept of bank services influence university students of Economics Pedagogy Lampung University desire in saving; (3) to find out whether understanding about concept of bank product influence university students of Economics Pedagogy Lampung University desire in saving

This research is done by spreading questioner and interviews to 72 respondents of university students of Economics Pedagogy Lampung University. The data processing which used in this research in term to process the data, using Correlation Rank Spearman. Refers to the result of the research using Correlation Rank Spearman, the correlation of these three hypotheses which proposed by the writer is accepted. Specifically, the correlation of bank interest to students' desire is 0.376 and included Low Correlation Category. The second, the correlation of service and facility toward saving desire is .534 and included Positive Enough Category. The last, understanding the customer of a bank toward the products has correlation 0.405 and included Positive Enough Category