**ABSTRACT**

SHELLY DESHILYA TARIGAN. NRP : 160110024. Peranan E-BankingDalam Menarik Minat Nasabah Pada KCP Kampus IPB Dramaga. Under the guidance of Mr. Wimpi Srihandoko, SE.,B.Ac., MM.

The development of increasingly advanced techonology and information has brought great changes to life. One of them is technological advances in the payment system that has replaced the role of cash into a non-cash or E-Banking payment system.

E-Banking is a new strategy tool in the global banking sector to attract customers and increase customer satisfaction in the field of financial services. PT. Bank Rakyat Indonesia (Persero) Tbk, always strives to create innovation in addressing the development of technology and information in order to attract customers and retain customers.

The purpose of the role of E-Banking in attracting is to increase new customers and make it easier for customers to access transaction services.

*Keywords : Bank BRI KCP Kampus IPB Dramaga, E-Banking*