

ABSTRACT

PT Telkom plan's to offer a better service for its customer through the launching of new Fiber To The Home product, IndiHome, unfortunately doesn't go as planned. This research focused on Bandung city where it is considered as the main target market of IndiHome. Comparing with door-to-door sales performance in gaining its marketing goal, Telemarketing performance is a total lackluster, considering both programs are using relatively same number of resources.

That's the reason why the research on Telemarketing program effectivity which influenced by channel attributes and information importance need to be conducted. This research will measure the effect of channel attributes and information importance on Telemarketing program effectivity.

This research is using quantitative method with 400 respondents as sample. Data analysis is conducted by using descriptive analysis technique and hypothesis testing is done by using multiple linear regression technique.

The study finds that channel attributes and information importance have significant positive effect on Telemarketing program effectivity.

The suggestions based on the finding of this research are to improve positive attributes of Telemarketing program and minimize the negative attributes ofv Telemarketing program, also ti give more interesting and relevant information to customers.

Keywords: Channel Attributes, Information Importance, Telemarketing, Fiber To The Home .