

ABSTRACT

In opening a business, it needed a lot of money. They need money in accordance with what is needed to help establish the business. From small businesses to big businesses, they need a lot of money to develop and expand their business for the needs of the costumer. The funds can be from internal sources of the company, from the owner of the company, as well as loans from the bank. It can be seen that to find the needs of funds, the entrepreneurs will rely more on loans from the provider of funds in the form of credit. Astra Credit Companies is one of the providers of credit services that provide funds to help increase the company's capital or other needs that require funds in small or large amounts. Astra Credit Companies in introducing and marketing credit services to the public, so that people know the existence of credit services and the advantages - one of them is by introducing a personal and intense use of telemarketing methods. This study aims to find out how influential the ability of telemarketers to the response of credit offer of Astra Credit Companies in 2018. This research uses quantitative research design. The subject of this research is Astra Credit Company at Jalan Naripan Kota Bandung, the object is telemarketer quality capability, and response to credit offer collected by using questionnaire method and analyzed by using simple regression analysis. The results showed that the quality of telemarketer ability have a positive and significant effect to credit offer.

Keyword : Telemarketer skill, offer respond.