

ABSTRACT

In carrying out every duty, the tourism industry engaged in the field of hospitality requires the trust of consumers. To get the trust then must be able to work professionally from the aspect of service and marketing strategy. One such strategy is the use of telemarketing. NEXA Hotel Bandung is one of the hotels that use telemarketing as its marketing strategy. In the marketing of its products many ways done by NEXA one of them with the use of telemarketing to market and try to make the thought that the consumers do on the hotel product. Telemarketing is also a useful strategy to maintain good relationships with consumers. This research was conducted to find out telemarketing strategy, level of service, and purchase decision at NEXA Hotel Bandung. In this research there are three variables, telemarketing, level of service and purchase decision. The sampling of the research was conducted using Probability Sampling method, with the sample number of 100 respondents. This study aims to determine how much influence the independent variable to the dependent variable. The conclusion of this research is telemarketing variable has average percentage equal to 76,56% this figure is obtained from respondent through 4 statement about Telemarketing variable, that mean Telemarketing variable position is High. While the level of service variable has a percentage average of 78.94% This figure is obtained from the responses of respondents through 4 statements about the variable Level of Service, which means the position of level of service variable rated High. Based on the result of R square test, obtained R square value equal to 0.74. This shows that Purchase Decision is influenced by Telemarketing and Level of service of 74%.

Keywords : *Telemarketing, Level of Service, Purchase Decision*