

ABSTRACT

PT Telkom Indonesia (Persero) Tbk is a State-Owned Enterprise (BUMN) which engaged in information and communication technology (ICT) and network services telecommunications in Indonesia. Witel Bandung applies telemarketing (outbound calls) to offer IndiHome upspeed wifi to prospect customers, but in practice the number of customers who are not interested in upspeeding tends to be more than the number of interested customers. The purpose of this research was to determine the application of telemarketing (outbound calls) at Witel Bandung. This research uses a quantitative approach with descriptive research. The data collection technique was carried out by distributing questionnaires to 100 respondents of IndiHome Witel Bandung customers who had received calls to offer IndiHome wifi upspeed. The results obtained are the percentage value of the application of telemarketing of 77.93% which means it is in a good category or classification, this shows that the application of telemarketing in Witel Bandung has been implemented well.

Keywords: telemarketing, outbound call, IndiHome