

ABSTRACT

This study discusses the problem of telemarketing in BII, turnover which reached 21% per month. Figures much higher than the average bank employee turnover that only 10-11% per year. Turnover is a problem for the company with the amount of time, cost, and productivity is wasted to overcome this problem.

For better understanding the problem, discussed on related companies, BII and Asia Outsourcing Services as telemarketing provider. The discussion includes the company's history, scope of business, resources, business challenges, until the company's business processes.

Researchers took the job-satisfaction and job-stress as a research variable associated with turnover intention telemarketing BII.

Retrieving participants data using a questionnaire that are prepared on a Likert scale and has tested the validity and reliability. Of the 238 people BII existing telemarketing, questionnaires were randomly distributed and obtain 76 participants (32 men and 44 women).The data collected was processed with multiple regression analysis with 90% confidence level.

As a result, job-satisfaction is negatively associated with turnover intention and job-stress is positively associated with turnover intention, in accordance with the existing theory. But the results of the research itself contrary to what was expected, that participants have low job-satisfaction, job-stress is high, and high turnover intention.