

ABSTRAK

Hubungan Resiliensi Dengan *Self efficacy* Pada Telemarketing Kartu Kredit Dalam Mencapai Target Penjualan PT Bank X

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Penelitian ini bertujuan untuk menguji hubungan resiliensi dengan *self efficacy* pada telemarketing kartu kredit dalam mencapai target penjualan PT Bank X. Partisipan sebanyak N=101. Diperoleh dengan tehnik *example accidental sampling*. *self efficacy* diukur dengan *General Self-Efficacy Scale* (GSES) dan resiliensi diukur dengan *Resilience Quotionare Test (RQ Test)* dianalisa dengan menggunakan korelasi pearson. Hasil yang diperoleh nilai R= 0,747 dan P=0,588 yang artinya ada hubungan resiliensi dengan *self efficacy* pada telemarketing kartu kredit dalam mencapai target penjualan PT Bank X. Sehingga dapat disimpulkan ada hubungan resiliensi dengan *self efficacy* pada telemarketing kartu kredit dalam mencapai target penjualan PT Bank X.

Kata Kunci : resiliensi , *self efficacy*, telemarketing kartu kredit, target penjualan

ABSTRACT

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This study aims to examine the relationship between resilience and self-efficacy in credit card telemarketing in achieving the sales target of PT Bank X. N=101 participants. Obtained by the technique of example accidental sampling. self-efficacy was measured by the General Self-Efficacy Scale (GSES) and resilience was measured by the Resilience Quotionare Test (RQ Test) and analyzed using the Pearson correlation. The results obtained are $R = 0.747$ and $P = 0.588$, which means that there is a relationship between resilience and self-efficacy in credit card telemarketing in achieving the sales target of PT Bank X. So it can be concluded that there is a relationship between resilience and self-efficacy in credit card telemarketing in achieving the sales target of PT Bank X.

Keywords: resilience, self efficacy, credit card telemarketing, sales target