

ABSTRACT

Financing institution as a financing activity undertaken in the form of provision of funds for consumers to purchase goods that payments made in installments or periodically by consumers. Competition to get consumers, ACC needs to build consumer purchasing decisions on service products in ACC to be able to build consumer purchasing decisions ACC should receive feedback on product service from consumers, provide clear information directly to consumers. therefore ACC is telemarketing in 2016 to reach the company's targeted purchase decision.

This study aims to determine how influential Telemarketing on Astra Credit Company purchase decision in 2018. This research is a quantitative research with descriptive method. The type of analysis used is a simple linear regression with the help of software SPSS version 24. In this study the sampling technique used is nonprobability sampling. The data collection tool used is the distribution of questionnaires to Astra Credit Company customers and quotes from various sources of books. By using the formula bernouli then determined a sample of 100 respondents.

The result of research indicate that telemarketing strategy influence to purchase decision that is equal to 36,7% and the rest 64,3% influenced by other factor like personal selling, and promotion through media. Result of descriptive analysis Variable (x) 82,27% Variable (Y) 83,17%

Keywords : Telemarketing, Purchase Decision