ABSTRACT

The Evaluation of Marketing Sales Force Outsourcing Strategy in Consumer Banking Group of PT. Bank Bukopin

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The purposes of this study are (1) to analyze the performance effectivity of marketing sales force outsourcing by consumer banking group of PT. Bank Bukopin, (2) to analyze external and internal factors which influence outsourcing marketing sales force performance, and (3) to determine the alternative strategy and recommendations those consumer banking group of PT Bukopin could do. To achieve those purposes, the data and information were analyzed with PEST Analysis, Porter’s Five Forces Analysis, Value Chain Analysis and SWOT Matrix.

The result of PEST analysis and Porter’s Five Forces shown that economic growth, population, technology, politic rush, exchange rate, and inflation are influence banking industry where banking industry competition intensity is in medium intensity. The result by SWOT Method, found several strategy alternatives are MR ‘intensification strategy and optimize MR’s strengths strategy (Strength-Opportunities Strategy), service quality improvement strategy (Weaknesses-Opportunities Strategy), optimize MR’s strengths strategy (Strengths-Threats) and increasing MR’s knowledge (Weaknesses-Threats Strategy).