

ABSTRACT

This research is an effort to answer the problem in KCKK BCA KCU Pemuda Semarang that is facing a decline in the marketing performance in 2009. The literature reviews takes the researcher to analyze the impact of marketing competency, and marketing attitude on the marketing officer performance.

Data of sales force competency, sales force attitude, and sales force performance is obtained by questionnaires. This research used census with 70 marketing BCA Card KCU Pemuda Semarang. Then the data is analyzed with the Regression Analysis with the help of statistical program SPSS for windows version 16.to prove whether or not there is an impact between the independent variables on the dependent variable.

Results showed that it can be proven statistically that sales force competency and sales force attitude has a positive and significant impact on the sales force performance. From those two variables, it is found that sales force attitude has the biggest impact. Consequently, the implication that can be suggested is that they need to focus on making better the BCA Credit Card Marketing KCU Pemuda semarang attitude.

Keywords : *marketing competency, marketing attitude, marketing performance*

