

ABSTRACT

THE EFFECT OF COMPETENCY AND JOB SATISFACTION ON CREDIT CARD SALES PERFORMANCE AT PT. BANK CIMB NIAGA, WARUNG BUNCIT BRANCH

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This study aims to test the effect of competence and job satisfaction credit card sales at Bank CIMB NIAGA Cabang Warung Buncit. This study uses a sample of 47 respondents from 53 Sales of Bank CIMB NIAGA Cabang Warung Buncit, with the criteria of all credit card sales working at Bank CIMB NIAGA Cabang Warung Buncit. The data obtained is then processed using multiple linear analysis method with IBM SPSS 27. The results of this study found that competency and job satisfaction have a significant effect on sales performance Bank CIMB NIAGA Cabang Warung Buncit.

Keywords: Competence, Job Satisfaction and Performance