ABSTRACT

Effectiveness of Commbasic Training "Learn more about life insurance" Commonwealth Life Corporation at satria muda bandung agency towards the quality of work of their business partner

By:
Dea Febrika Sari
NIM. 41811069

The Thesis is under guidance of:
Sangra Juliano P, M.I.Kom

The aim of this study is to discover the Effectiveness of Commbasic Training "learn more about life insurance" Commonwealth Life Corporation at Satria Muda Bandung agency towards the quality of work of their business partner and to find out how big the influence of it, the author analyses the credibility of the source, content of the messages, the usage of media, and analyses the knowledge, skills and abilities.

The method used in this study is quantitative with survey method, the data collected by using questionnaires, interviews, book study, and internet searching. The populations in this study are the participants of commbasic training who called business partner. Total sampling used as sample collecting technique, forty samples used as sample for this study, the author did the validity and reliability test before spreading the questionnaires, the data collected from the questionnaires scored, processed, and analyzed by using SPSS version 20. The results of the study showed had influence between the credibility of communicators in training toward quality of business partner work had correlation value 0,866 had a very strong relation and having the same aim. There had relation between the delivered contexts of message in commbasic training toward quality of business partner work had correlation value 0,669 had a very strong relation and having the same aim. There had relation between media used in commbasic training toward quality of business partner work had correlation value 0,396 had low relation and having the same aim. There had relation between effectiveness of commbasic training toward knowledge of business partner had correlation value 0,493 had moderate relation and having the same aim. There had relation between effectiveness of commbasic training toward skills of business partner had correlation value 0,493 had moderate relation and having the same aim. There had effectiveness of commbasic training toward ability of business partner had correlation value 0,664 had strong relation and having the same aim.

The conclusion of this study had influence between effectiveness of Commbasic Training "Learn more about life insurance" Commonwealth Life Corporation at Satria Muda Bandung agency towards the quality of their business partner with correlation value 0,769 that means they have a significant, having the same aim and strong relation.

According to the study has been done, the author suggests Satria Mudia Bandung agency to build discipline firmly on the participants, in order to make the participants more focus on the training, and the frequency of the training is doubled to be twice in a week in order to make the quality of work of the business partner better.

***Key Words**: effectiveness, the quality of work, training.*