



**FACTORS THAT INFLUENCE THE LEVEL OF PERCEIVED TRUST IN
TELEMARKETERS TOWARDS POTENTIAL CUSTOMERS IN ENIGMA
CONSULTING GROUP**

ROSMAWATI BINTI MAHAMASASUDING

2015419596

BACHELOR BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA CAWANGAN JOHOR

JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

1. Rosmawati Binti Mahamasamsuding. (I/C Number : 960216085858)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- ✓ This project is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and source of my information have been specifically acknowledged.

Signature:

A handwritten signature in black ink, appearing to be 'Rosmawati', written over a dotted line.

Date: 27/6/18

A handwritten date '27/6/18' in black ink, written over a dotted line.

TABLE OF CONTENT

Declaration of Original Work	i
Letter of Transmittal	ii
Acknowledgement	iii
Table of Content	iv
List of Figure and Tables	vii
Abstract	ix
CHAPTER 1: INTRODUCTION	
1.1. Background of Study	1
1.2. Problem Statement	3
1.3. Research Objectives	4
1.4. Research Questions	4
1.5. Significant of Study	5
1.6. Scope of Limitation	5
1.7. Terms and Definition of the Study	6
1.7.1. Honesty	
1.7.2. Security	
1.7.3. Language	
CHAPTER 2: LITERATURE REVIEW	
2.1. Introduction	7
2.2. Conceptual Framework	7
2.2.1. Honesty	7
2.2.2. Security	8
2.2.3. Language	8
2.2.4. Level of Perceived Trust	9
2.4 Literature Review Table	10
2.5 Hypotheses	20

ABSTRACT

The purpose of this study is to find out the factors and main factor that significantly influence the level of trust of telemarketers towards potential customers in Enigma Consulting Group. Telemarketers is where an employer got connected to their clients or customers through phone calls to promote their products or events. However, in order to gain a huge number of customers "trust" play an important role for telemarketers towards their potential customers. However, the issue of trust rises in telemarketers as they doubt their potential customers honesty, security of their information and also the difference of language used by their potential customers that can cause misleading information. Method used for this research quantitative study where questionnaires were distributed to 28 telemarketers of Enigma. Data collected then were analyze using SPSS where descriptive, reliability and regression analysis were done. The results of this study showed that language and security do affect telemarketers level of trust towards their potential customers. Meanwhile, honesty did play as important role that could affect the level of trust of telemarketers in Enigma. Thus, this study could help Enigma in terms of increasing their potential customers that would register in their event.

CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF STUDY

Telemarketing is one method of direct marketing whereby a salesperson or marketers directly contact their potential customers through phone calls to inform or promote their products to potential customers. This is another way for salespersons or marketers to create awareness about their products to potential customers. Telemarketers are coming to their target markets over the phone and have a significant impact on customer satisfaction and sponsorship, as one of the key factors in marketing is the interactive relationships between sellers and customers. (Macintosh and Lockshin, 1997; Ou et al., 2012).

Another form of telemarketing is cold calling. Cold-calling is where a salesperson or marketers contact their potential out of the blue with no certainty that he is interested in your products. It is just to create an awareness about a certain product. Most of the companies will do market research where they identify the potential customer that will be interested in their product and also collecting their contact and details into databases before they proceed with the cold-calling. Cold-calling might be done not only through calls but also for direct face to face selling. Not only that cold-calling are also used by scammers.

In recent years, the concept of gaining trust has surge the attention of marketing research and exercise. As result, journals majoring in marketing publications who had dealt with the concept of trust have increased within the last decade (Moorman et al., 1993; Morgan and Hunt, 1994; Osterhus, 1997; Doney and Cannon, 1997; Rich, 1997; Tax and Brown, 1998; Madhavan and Grover, 1998; Siguwaw and Simpson, 1998; Geykens et al., 1998; Garbarino and Johnson, 1999; Hewett and Bearden, 2001; Chaudhuri and Holbrook, 2001; Kenning, 2002; Sirdeshmukh et al., 2002; Noteboom and Six, 2003; Atuahene-Gima and Li, 2002). An effective marketing method helps companies to maintain and expand customer relationships (Yang, 2012).

This research focuses in Enigma Consulting Group. We mainly used telemarketing specifically cold-calling to contact our potential customers which we called as leads. Enigma Consulting Group is a company where they organize event which is Analytics Conference called Analytics Leaders' Summit. The event includes a two days conference and workshops. Events