

Sales Ethical Behavior: An Empirical Investigation of Its Determinants and Impacts on Bank Customer of Urban area in Indonesia

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ABSTRACT

Each company strives to ensure ethical behavior among salespeople through the implementation of policies, training programs, and promotional activities, recognizing that it has a significant impact on company performance and consumer behavior. However, there is a limited amount of research exploring how internal factors within the human resource management system of a company contribute to consumer perceptions. The objective of this study is to investigate the determinants and consequences of salesperson's ethical behavior. Specifically, the study aims to examine the influence of the reward system on salesperson's ethical behavior and its subsequent impact on consumer perceptions of the company and its products. This research is conducted in response to the scarcity of studies that investigate the relationship between reward systems, salesperson's ethical behavior, and the formation of consumer perceptions towards the company and its offerings.

Keywords: Sales, Ethical Behavior, Bank Customer, Urban area.