ABSTRACT

The research was conducted based on the gap before the results of the study on the level of sales experience can affect sales performance .In an empirical manner and factors influencing the sales performance as salesperson skill, sales interaction quality and effectiveness of sales activities. Because, the success of a marketing performance is not only measured by good product development and affordable prices but the success of the communication strategy through salespeople who have a great contribution to success.

The purpose of this study is to build a conceptual model to describe and provide answers to the gap between the variable sales experience and sales performance, and empirically examine the factors that affect sales performance. This research was conducted by taking the object of research at PT. Rajawali Citra Televisi which is located in West Jakarta. This study uses a population of the entire workforce of the RCTI marketing department. This study uses the Judgment Sampling method. The number of respondents determined as research samples was 120 people. The analysis technique used to interpret and analyze data in this study is the Structural Equation Model (SEM) technique of the AMOS software package.

The results of testing the hypothesis proved that the factors of sales experience, salesperson skills, sales interaction quality and effectiveness of sales activities have a positive effect on significant sales performance. The model proposed in this study is acceptable which is shown by the suitability index where the value of chi-square value is 200.633, probability value is 0.027, TLI value is 0.974, CFI value is 0.977, CMIN/DF is 1.233 and RMSEA 0.043 which all qualify even though the GFI value is 0.880 and AGFI 0.846 is marginally accepted.

Keywords: Sales experience, salesperson skill, sales interaction quality, effectiveness of sales activities, sales performance

ABSTRAKSI

Penelitian ini dilakukan berdasar dari kesenjangan hasil penelitian terdahulu *(research gap)* mengenai tingkat *sales experience* dapat mempengaruhi *sales performance.* Serta menguji secara empiris faktor-faktor yang mempengaruhi *sales performance* seperti *salesperson skill, sales interaction quality* dan *effectiveness of sales activities.* Karena, keberhasilan kinerja suatu pemasaran bukan hanya diukur berdasarkan perkembangan produk yang baik dan harga yang terjakau tetapi keberhasilan dari strategi komunikasi melalui tenaga penjual yang memiliki kontribusi besar mencapai kesuksesan.

Tujuan dari penelitian ini adalah membangun sebuah model konseptual untuk menggambarkan dan memberikan jawaban pada kesenjangan antara variabel *sales experience* terhadap *sales performance*, serta menguji secara empiris faktor-faktor yang mempengaruhi *Sales performance.* Penelitian ini dilakukan dengan mengambil objek penelitian pada PT. Rajawali Citra Televisi yang berlokasi di Jakarta barat. Penelitian ini menggunakan populasi dari seluruh tenaga kerja departemen marketing RCTI. Penelitian ini menggunakan metode *Judgment Sampling*. Jumlah responden yang ditentukan sebagai sampel penelitian adalah 120 orang. Teknik analisis yang dipakai untuk menginterpretasikan dan menganalisis data dalam penelitian ini adalah dengan teknik *Structural Equation Model* (SEM) dari paket *software* AMOS**.**

Hasil pengujian hipotesis terbukti bahwa faktor *sales experience, salesperson skill, sales interaction quality* dan *effectiveness of sales activities* bepengaruh positif terhadap *sales performance* yang signifikan. Adapun model yang diajukan dalam penelitian ini dapat diterima yang ditunjukkan oleh indeks kesesuaian dimana nilai Nilai *chi-square* 200,633, nilai probabilitas 0,027, nilai TLI 0,974, nilai CFI 0,977, CMIN/ DF 1,223 dan RMSEA 0,043 yang semuanya telah memenuhi syarat walaupun nilai GFI 0,880 dan AGFI 0,846 diterima secara marjinal.

Kata Kunci: *Sales experience, salesperson skill, sales interaction quality, effectiveness of sales activities, sales performance.*