

ABSTRACT

Salesperson plays an important role in supporting company's success. By developing salesperson performance, it is expected that company's performance will be developed as well. This research analyzes the factors that influence the increasing of salesperson performance, by developing variables such as learning orientation, customer orientation, and salesperson competencies.

To discuss the problem, this research proposes research model with four constructs, 13 indicators, and three hypotheses. Those hypotheses were tested by distributing 130 questionnaires to a sample of respondents that work as salesperson on car dealers in Semarang. The data were analyzed using Structural Equation Modelling.

The result of this analysis has fulfilled the Goodness of Fit Index criterias, X^2 (chi square) 76.670, probability 0.085 (≥ 0.05), RMSEA 0.045 (≤ 0.08), GFI 0.917 (≥ 0.90), AGFI 0.876 (≥ 0.90), TLI 0.990 (≥ 0.95), CFI 0.992 (≥ 0.95), it can be said that the model is appropriate. The testing of proposed hypotheses shows those three hypotheses has met the prescribed requirements $CR > 2$ with probability level < 0.05 .

Based on the analysis, proposed theoretical implications, learning orientation, customer orientation, and salesperson competencies affect the salesperson performance proper with the theories background.

Keywords : Learning Orientation, Customer Orientation, Salesperson Competencies, and Salesperson Performance.

