

## **ABSTRACT**

*Salesperson play an important role in supporting the success of the company. Increased salesperson performance, is expected to also grow company performance. Therefore, this study analyzes the factors that affect the salesperson performance, namely through the development of variables salesperson competence, learning orientation and adaptive selling. This research model consists of four constructs, fifteen indicators, and five hypotheses. Hypothesis testing was done by distributing 105 questionnaires using sample of PT Karya Zirang Utama's sales force in Central Java. The data obtained are then analyzed by using Structural Equation Modeling.*

*SEM analysis results meet the criteria of Goodness of Fit Index;  $\chi^2$  (chi square) 65,450, probability 0.943 ( $\geq 0.05$ ), RMSEA 0,000 ( $\leq 0.08$ ), GFI 0.929 ( $\geq 0.90$ ), AGFI 0.900 ( $\geq 0.90$ ), TLI 1.021 ( $\geq 0.95$ ), CFI 1,000 ( $\geq 0.95$ ), so it can be said that this research model is feasible to use. The test of the proposed hypothesis shows that the three hypotheses have fulfilled the specified requirements, ie CR > 2 with probability < 0.05.*

*The results of the analysis are proposed theoretical implications that the learning orientation and the salesperson competence influences the adaptive selling and the salesperson performance in accordance with the support theory used.*

*Keywords : Competence, learning orientation, adaptive selling and salesperson performance*

