

ABSTRACT

The purpose of this research is to analyze the influences of training quality, managerial skill, sales motivation toward salesman performance to impact the salesman performance to increase sales effectiveness . Research problem is how to increase of training quality, managerial ability, sales motivation toward salesman performance to impact the sales effectiveness.

This research analyzes the factor that influences repurchase intention use mediating variabel brand preference. This research deveoped a teoritical model by submitting four hypotheses where will be tested by Structural Equation Model (SEM) used AMOS 21.0. Respondents in this research are people who work as a credit card salesman with total 157 respondents.

The result of SEM data processing already found the goodness of fit follows, the value of chi square = 77,261, df: 96, p:5%; probability = 0,920; GFI = 0,940; AGFI = 0,915; TLI = 1,013; CFI = 0,959; CMIN/DF = 0,805;RMSEA = 0,000. Empirical analyze indicate the influences of training quality are significant to salesman performance; the effect of sales motivation are significant to salesman performance; the efect of manajerial skill are significant to salesman performance;the effect of salesman performance are significant to sales effectiveness and the effect of managerial skill are significant to sales effectiveness.

Key word: training quality, managerial skill, sales motivation, salesman performance, sales effectiveness