

ABSTRACT

The tight competition in beverage industries has impacts on declining carbonate beverage sales at Central Java. Company must formulate the best strategy toward increasing sales by improving salesperson performance. Previous empirical study about the influences of learning orientation, working smart on salesperson performance is not consistent. In addition, empirical study about the influences of market orientation on working smart and salesperson performance are debatable.

The research conducted by developing model is to analyze the influences of learning orientation and market orientation on working smart its impact salesperson performance. The research models tested by involving 100 salespersons at 8 Sales Centre's of PT. Coca Cola distributions Indonesia Central Java. Fit Model, significance influence among variables and reliability model are tested by structural equation modelling. Result from the tested fit model is found Index values of the goodness of fit: Chi-Square, Cmin, AGFI, GFI, TLI, CFI, and RMSEA fulfill goodness of fit index permitted. Result from the tested of causalities relations among four variable this model: learning orientation on working smart, market orientation on working smart and working smart on salesperson performance are positive and significant. Result from Reliability model tested by constructs – reliability and variance – extracted found model reliabilities value fulfilling coefficient values permitted.

Based on the values of the entire tested model, the research model is regarded as fit, coefficient regression variables are significant and model is reliable. Findings of this research are: 1) Learning orientation was positively influences on working smart; 2) Market orientation is positively influences on working smart; 3) and working smart was positively influences on salesperson performance.

Key words: learning orientation, market orientation, working smart, salesperson Performance.