ABSTRACT

The quality of training is essential to exist in any training given to salespeople. However, only few studies have examined its effect on the performance of the salespeople. This study aims to examine the effect of the quality of training and other factors on the performance of salespeople with the object of 120 salespeople at PT Asuransi Prudential which is the best in providing training to its salespeople in Semarang. The data is analized using *Structural Equation Modeling* with the help of the AMOS 23 program.

The Model is arranged using six hypotheses Which are that the higher the quality of training, the higher the level of customer orientation of the salespeople, the higher the quality of the the quality of training the better the technical competence, the better the technical competence the higher the sales activity of the salespeople, the better the orientation then the higher the quality of sales activity, the better the customer orientation the higher the performance of salespeople, and the higher the quality of sales activity the higher the performance of salespeople.

The results show that the model meets the *Goodness-of-Vit* criteria on Chi-Square = 111.412; Probability = 0.167; GFI = 0.892; AGFI = 0.850; TLI = 0.976; CFI = 0.981; CMIN / DF = 1,137; RMSEA = 0.036. The result shows that the quality of training has a positive effect on customer orientation which then has a positive effect on the performance of the sales force. Other results showed that the quality of training did not affect the technical competence, technical competence had a positive effect on the quality of sales activity, customer orientation had a positive effect on the quality of sales activity, and the quality of sales activity did not affect the salesperson performance.

Keywords : Quality of Training, Customer Orientation, Technical Competence, Quality of Sales Activities, Salesperson Performance

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