

DAFTAR REFERENSI

- Agustina Asatuan dan Augusty Ferdinand (2004), “Studi mengenai orientasi pengelolaan tenaga penjualan”, **Jurnal Sains Pemasaran Indonesia**, Volume III, Nomor 1, p. 1-22.
- Babakus, Emin., Cravens, David W, Ken Grant, Thomas N. Ingram and Raymond W. LaForge, (1996), “Investigation the Relationships Among Sales Management Control, Sales Territory Design, Salesperson Performance and Sales Organization Effectiveness“, **International Journal of Marketing Research in Marketing**, Vol. XIII, p.44 – 62.
- Baldauf, Artur., Cravens, David W, and Nigel F. Piercy (2001), “Examining Business Strategy, Sales Management, and Salesperson Antecedents of Sales Organization Effectiveness“, **Journal of Personal Selling and Sales Management**, Vol. XXI, No. 2 (Spring), p. 109-122.
- Baldauf, Artur., and David W. Cravens (2002), “The effect of moderators on the salesperson behavior performance and salesperson outcome performance and sales organization effectiveness relationships“, **European Journal of Marketing**, Vol.36, No.11/12, p. 1367-1388.
- Boles, James S. Barry J. Babin, Thomas G. Brashear, and Charles Brooks, (2001), “An Examination of the Relationship between Retail Work Environments, salesperson Selling Orientation-Customer Orientation and Job Performance “,Satisfaction dan Aspects of Relational Selling Implications for Sales Manager”, **Journal of Marketing Theory dan Practice**, pp. 1-13.
- , Thomas G. Brashear., Danny Bellenger and., Hiram Barksdale Jr.(2000), “Relationship selling behavior: antecedents and relationship with performance”, **Journal of Business & Industrial Marketing**, Vol. 15, p. 141-153.
- , Hiram C. Barksdale Jr., and., Julie T., (1997) “Business relationships: an examination of the effect of buyer-sales person relationships on customer retention and willingness to refer and recommend“, **Journal of Business & Industrial Marketing**, Vol. 12, p. 253-263.
- , Naveen Donthu., and., Ritu Lohtia., (1995), “Salesperson evaluation using relative performance efficiency: the application of data envelopment analysis“, **Journal of Personal Selling and Sales Management**, Vol. XV, No. 2, p. 31-49.

- Boorum, Michael L., Jerry R. Goolsby, and Rosemary P. Ramsey, (1998), "Relational Communication Traits and Their Effect on Adaptiveness and Sales Performance", **Journal of Academy of Marketing Science**, Vol. 26, No. 1, p. 16-26.
- Carlson Dawn S., Dennis PP.Bozeman, K. Michele Kacmar, Patrick M. Wright, Gary C. McMahan (2000), "Training Motivation In Organizations: An Analysis Of Individual- Level Antecedens", **Journal Of Managerial Issues**, Vol. XXII, Number 3, p. 271-287.
- Chonko, Lawrence., Eli Jones., James A. Roberts., and., Alan J. Dubinsky (2002), "The role of environmental turbulence, readiness for change, and salesperson learning in success of sales force change", **Journal of Personal Selling and Sales Management**, Vol. XXII, No. 4, p. 227 – 245.
- Coad, Alan F., (1999), "Same survey evidence on the learning and performance orientation of management accountants", **Management Accounting Research**, Vol. 10, p. 109-135.
- Crosby, Lawrence A., Kenneth R. Evans and Deborah Cowles, (1990), "Relationship Quality in Services Selling : an Interpersonal Influence Perspective", **Journal of Marketing**, Vol 54, p. 68-81.
- Cunnington, Bert (1996), "The marketing learning identity", **Journal of Consumer Marketing**, Vol. 13, No. 5, p. 56-65.
- David, R. Green., and M. Dent A. Tyshkovsky (1996) "The Russian entrepreneur : a study of psychological characteristics", **International Journal of Entrepreneurial Behavior and Research**, Vol. 2 , p. 1355-2554.
- Eckert, James A., (2006), "Adaptive selling behavior: adding depth and specificity to the range of adaptive output", **Mid-American Journal of Business**, Vol. 21, No. 1, p. 31-39.
- Ellis, Brien and Mary Anne Raymond (1993), "Sales force Quality A framework for Improvement", **Journal of Business and Industrial Marketing**, Vol. 8, No.3, p. 17-27.
- El- Ansary (1993), "Selling and Sales Management in Action: Sales Force Effectiveness Research Reveal New Insights and Reward-Penalty Patterns in Sales force training", **Journal of Personal Selling and Sales Management**, Vol. XIII, No. 2 (Spring), p. 84 -90.

- Ferdinand, Augusty, (2006), **“Structural Equation Modeling Dalam Penelitian Manajemen : Aplikasi Model-model rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor”**, Badan Penerbitan Universitas Diponegoro.
- , (2006), **“Metode Penelitian Manajemen“** Edisi 2, Badan Penerbitan Universitas Diponegoro.
- Frenkwick, Gary L., Stephen S. Porter., and Lawrence A. Crosby., (2001), **“Dynamics of Relationship selling: A longitudinal examination of changes in salesperson-customer relationship status“**, **Journal Of Personal Selling & Sales Management**, Vol. XXI, No. 2, p. 135-146.
- Giacobbe, Ralph W., Donald W. Jackson Jr., Lawrence A. Crosby., and, Claudia M. Bridges (2006), **“A contingency approach to adaptive selling behavior and sales performance : Selling situations and salesperson characteristics“**, **Journal of Personal Selling and Sales Management**, Vol. XXVI, No. 2 (Spring), p. 115-142.
- Goolsby, Jerry R., Rosemary R. Lagace, and Michael L. Broorom (1992), **“Psychology Adaptiveness and Sales Performance“**, **Journal of Personal Selling and Sales Management**, Vol. XII, No.2 (Spring), p. 51-66.
- Grant, Kent, and., David W. Cravens, (1999), **“Examining the antecedents of sales organizational effectiveness; an Australian study“**, **European Journal of Marketing**, Vol. 33, No. 9/10, p. 945-957.
- Hair, Joseph F.JR., Rolph E. Anderson, Ronald L. Tatham, and William C. Black,(1995), **”Multivariate Data Analysis With Readings”**, Fourth Edition, New Jersey : Prentice Hall.
- Hong, Jon-Chao and Chia-Ling Kuo (1999), **“Knowledge Management in The Learning Organization“**, **The Leadership & Organization Development Journal**, p. 207-215.
- Hunter, Gary L., (2004), **“Information overload: guidance for identifying when information becomes detrimental to sales force performance“**, **Journal of Personal Selling and Sales Management**, Vol. XXIV, No. 2, p. 91-100.
- Keillor, Bruice D., R. Stephen Parker., and Charles E. Pettijohn, (2000), **“Relationship-Oriented Characteristics and Individual Salesperson Performance”**, **Journal of Business & Industrial : Marketing**, Vol.15, No.1, p. 7 – 22.

- Kohli, Ajay K. Tasadaduq A. Shervani, and Goutam N.Callagalla, (1998), "Learning and Performance Orientation of Salespeople : The Role of Supervisors", **Journal of Marketing Research**, Vol.XXXV, (May), p. 267-274.
- Lakomski, Gabriele., (2001), "Organizational Change, leadership and learning: culture as cognitive process", **The International Journal of Educational Management**, Vol. 15, No. 2, p. 68-77.
- Leigh, Thomas W., and Greg W. Marshall (2001), "Research Priorities in Sales Strategy and Performance", **Journal of Personal Selling and Sales Management**, Vol. XXI, No. 2 (Spring), p. 83-93.
- Littunen, Hannu (2000), "Entrepreneurship and the characteristics of the entrepreneurial personality", **International Journal of Entrepreneurial Behavior and Research**, Vol. 6, No. 6, p. 25-309.
- Mantel, Susan Powell, Ellen Bolman Pullins, David A. Reid, and Richard E. Buehrer, (2002), "A Realistic Sales Experience; Providing Feedback by Integrating Buying, Selling and Managing Experiences", **Journal of Personal Selling and Sales Management**, Vol. XX, No. 1, p. 34-40.
- Nur Indriantoro, dan Bambang Supomo, "**Metodologi Penelitian Bisnis : Untuk Akuntansi dan Manajemen** ", Edisi Pertama , BPFE, 1999, Yogyakarta.
- Paparoidamis, Nicholas., (2005), "Learning orientation and leadership quality", **Management Decision**, Vol. 43, No. 7/8, p. 1054-1063.
- Park, Joeng Eun., and., Betsy B. Holloway (2003), "Adaptive selling behavior revisited: an empirical examination of learning orientation, sales performance and job satisfaction", **Journal of Personal Selling and Sales Management**, Vol. XXIII, No. 3, p. 239-251.
- Pelham, Alferd M., (2002), "An Exploratory Model and Initial Test of Influence of Firm Level Consulting-Oriented Sales Force Program on Sales Force Performance", **Journal of Personal Selling and Sales Management**, Vol.XXII, No.2, (Spring), p. 97-109.
- Piecy, Nigel F., Cravens, David W., and Morgan, Neil A, (1998), "Salesforce performance and behavior-based management processes in business-to-business sales organization", **European Journal of Marketing**, Vol.32, No. ½, p. 79-100.

- , Barton A. Weltz, and Mita Sujan (1986), "Knowledge, Motivation, and Adaptive Behavior: A Framework for Improving Effectiveness", **Journal of Marketing**, Vol. 50, No.4, p. 174-191.
- , Barton A. Weltz, and Mita Sujan (1988), "Increasing Sales Productivity By Getting Salespeople to Work Smarter", **Journal of Personal selling and Sales Management**, (August), p. 9-19.
- , Barton A. Weltz, and Nirmalya Kuman, (1994), "Learning Orientation, Working Smart and Effective Selling", **Journal of Marketing**, Vol. 58, (July), p. 34-52.
- Thomas, Colin Coulson (2000), "Developing a corporate learning strategy ", **Journal Industrial and Commercial Training**, Vol. 32, No.3, p. 84-88.
- Tsai, Wenpin (2001), "Knowledge Transfer in Intraorganizational Networks; Effects of Networks Position and Absorptive capacity on Business Unit Innovation and Performance", **Academy of Management Journal**, Vol. 44, p. 996-1004.
- Yilmaz, Cengiz., (2002), "Salesperson performance and job attitudes revisited; an extended model and effects of potential moderators", **European Journal of Marketing**, Vol. 36. No.11/12, p. 1389-1414.

