

ABSTRACT

The purpose of this study was to analyze the effect of selling competence, quality of relationships, and experience selling to improve sales force performance in PT. New Ratna Motor. The object of this research is the sales force PT. New Ratna Motor. The samples in this study were 139 respondents and the sampling technique used in this research is census techniques.

Data analysis technique used is the technique of structural equation models (SEM) software AMOS 22. Test results using the SEM shows goodness of fit criteria is a full model Chi-square = 92.407; Probability = 0,000; CMIN / DF = 1,925; GFI = 0.893; AGFI = 0.826, TLI = 0,960; CFI = 0.971; and RMSEA = 0.084. Thus it can be said that the model in this study deserves to be used.

The results showed that the competence to sell positive and significant impact on the quality of relationships, experience of selling does not affect the quality of relationships, experience of selling positive and significant effect on the competence selling, sales experience positive and significant impact on the performance of the sales force, the competence to sell does not affect the performance of power sales, quality of relationships positive and significant impact on the performance of the sales force. This study provides some of the limitations of the study and future research agenda that can be done in future studies.

Keywords: *Competence Sell, Quality of Relationships, Experiences Selling and Sales Force Performance*