

ABSTRACT

People's Business Credit (KUR) is a program included in the Group of Poverty Reduction Programs Based on Micro and Small Business Empowerment. This cluster aims to increase access to capital and other resources aimed at micro and small businesses. KUR is a credit scheme or financing of working capital and or investment that is used specifically for Micro, Small and Medium Enterprises and Cooperatives (MSMEs) in productive and feasible businesses, but has limitations in meeting the requirements set by the Banking. PT. Bank Negara Indonesia (Persero) Tbk, which was founded in 1946, one of the major banks in Indonesia has long been recognized by the public, PT. In recent periods BNI is undergoing a reform process to face the challenges of the banking sector in Indonesia. an increasingly complex future. The formulation of the problem contained in this study is to find ways to improve the performance of salespeople. Research has the aim to analyze internal factors that influence sales motivation in improving the performance of salespeople.

This study uses a regression analysis tool that basically tests the value of dependence between the variables of sales force performance with management leadership variables, sales motivation, sales managerial ability. This analysis is also assisted by other tests such as validity test, reliability test, normality test, and classic assumption test. That will help the final results of this study.

This research on the sale of PBA PT. Bank Negara Indonesia (Persero), Tbk Jakarta - The area of BSD (WJB) is 79 respondents. The results showed that management leadership variables had a significant influence on the performance of salespeople, the sales motivation variable had a significant influence on the performance of salespeople, the managerial ability of sales variables had a significant influence on the performance of salespeople.

Keywords : sales motivation, management leadership, sales managerial ability, salesperson performance