

ABSTRACT

Strategic efforts to optimize business performance through exploitation of relational capital is a central issue in business management today. Therefore, building sustainable cooperation in a strong business network is a fundamental requirement in optimizing the performance of a company. This research is motivated by the existence of a research gap and inconsistencies in the relationship between relational capital and salesperson performance.

This study aims to explore a new conceptual model, which explains how the strategy to improve salesperson performance using a relevant theoretical approach. Based on the problems that have been identified and described, the theories that are considered relevant and appropriate to be used as a basis for explaining and solving problems in this study are Network Theory and Service-Dominant Logic theory. The synthesis of the two theories is very relevant and can be used as a basis for explaining the reasons why various parties are willing to cooperate and collaborate effectively and sustainably, so that it will be able to better explain the research gap. The novelty of this research is a conceptual model construction, which proposes energizing customers bond (ECB) as an intervening variable to overcome the research gap in explaining the effect of relational capital on salesperson performance.

This research involved 249 salespeople at 16 large-scale fast moving consumer goods (FMCG) companies in Yogyakarta, Indonesia. The data analysis process to test the hypotheses in this study used the SPSS program and the SEM AMOS version 22. The acceptance of almost all hypotheses proposed in this study shows how important the variables of relational capital, energizing customers bond, value-based selling, marketing program effectiveness in driving salesperson performance effectively. The ECB as the proposed new construct has also proven convincingly as a mediating variable, which plays an important role in filling the puzzle of research gap, by clarifying the relationship between relational capital and salesperson performance. The framework of the novelty of this research is developed and synthesized from relevant marketing concepts, so that this study contributes both theoretically and managerial.

Keywords: relational capital, energizing customers bond, value-based selling, internal network support, marketing program effectiveness, salesperson performance