DAFTAR PUSTAKA

Attia, Ashraf M., M. Asri Jantan, Nermine Atteya, Rana Fakhr. 2014. *Sales training: comparing multinational and domestic companies*. Marketing Intelligence & Planning, Vol. 32 Iss 1 pp. 124 - 138

Attia, A. M., & Honeycutt Jr, E. D. 2012. *Measuring sales training effectiveness at the behavior and results levels using self-and supervisor evaluations*. Marketing Intelligence & Planning, 30(3), 324-338.

Badger, I. Chaston And E. Sadler Smith. 2000. *Organizational Learning Style, and Competences: A Comparative Investigation of Relationship and Transactionally orientated small UK manufacturing firm*. European Journal of Marketing, Vol.34 No.5/6. P.625-640.

Baldauf, A., Cravens, D. W., & Piercy, N. F. 2001. *Examining business strategy, sales management, and salesperson antecedents of sales organization effectiveness*. Journal of Personal Selling & Sales Management, 21(2), 109-122.

Boles, James S; Babin, Barry J; Brashear, Thomas G; Brooks, Charles. 2001. *An examination of the relationships between retail work environments, salesperson selling orientation-customer orientation and job performance*. Journal of Marketing Theory and Practice9.3: 1-13.

Brown, T.J., Mowen, J.C., Donavan, D.T. and Licata, J.W. 2002. *The customer orientation of service workers: personality trait effects on self-and supervisor performance ratings*. Journal of Marketing Research, Vol. 39 No. 1, pp. 110-119.

Chen, Fangruo. 2005. *Salesforce incentives, market information, and production/inventory planning*. Management Science, 51(1), 60-75.

Cravens, David W. 1995. The *Changing Role of The Sales Force*. Marketing Management. 4,2; ProQuest pg 48.

Cross, M. E., Brashear, T. G., Rigdon, E. E., & Bellenger, D. N. 2007. *Customer orientation and salesperson performance*. European Journal of Marketing, 41(7/8), 821-835.

Cross, James; Hartley, Steven W; Rudelius, William; Vassey, Michael J. 2001. *Sales force activities and marketing strategies in industrial firms:*

Relationships and implications. The Journal of Personal Selling & Sales Management21.3: 199-206.

El-Ansary, Adel I. 1993. *Selling and sales management in action: Sales force effectiveness research reveals new insights and reward-penalty patterns in sales force training*. The Journal of Personal Selling & Sales Management13.2: 83.

Ferdinand, Augusty. 2011. *Structural Equation Modeling Dalam Penelitian Manajemen*. Seri Pustaka Kunci No. 06 Program Magister Manajemen Universitas Diponegoro Semarang.

Gignac, G. E., Harmer, R. J., Jennings, S., & Palmer, B. R. 2012. *EI training and sales performance during a corporate merger*. Cross cultural management: An international journal, 19(1), 104-116.

Grant, Ken, and David W. Cravens. 1999. *Examining the antecedents of sales organization effectiveness: an Australian study*. European Journal of Marketing 33.9/10: 945-957.

Guenzi, Paolo. 2002. *Sales force activities and customer trust*. Journal of Marketing Management, 18(7-8), 749-778.

Honeycutt, E. D., Glassman, M., Zugelder, M. T., & Karande, K. 2001. *Determinants of ethical behavior: A study of autosalespeople*. Journal of Business Ethics, 32(1), 69-79.

Honeycutt, E. D., Mottner, S., & Ahmed, Z. 2005. *Sales training in a dynamic market: The Singapore service industry*. Services Marketing Quarterly, 26 (3), 55–69.

Huang, M. H. 2008. *The influence of selling behaviors on customer relationships in financial services*. International Journal of Service Industry Management, 19(4), 458-473.

Jantan, M. A., & Honeycutt, E. D. 2002. *Sales training practices in Malaysia. Multinational Business Review*, 10(1), 72–78.

Jantan, M. A., Honeycutt, E. D., Thelen, S. T., & Attia, A. M. 2004. *Managerial perceptions of sales training and performance*. Industrial Marketing Management, 33(7), 667-673.

Jaramillo, Fernando; Ladik, Daniel M; Marshall, Greg W; Mulki, Jay Prakash. 2007. *A meta-analysis of the relationship between sales orientation-*

customer orientation (SOCO) and salesperson job performance. The Journal of Business & Industrial Marketing22.5: 302-310.

Jaramillo, F., & Marshall, G. W. 2004. *Critical success factors in the personal selling process: An empirical investigation of Ecuadorian salespeople in the banking industry*. International Journal of Bank Marketing, 22(1), 9-25.

Jaworski, B.J. and Kohli, A.K. 1993. *Market orientation: antecedents and consequences*. Journal of Marketing, Vol. 57, pp. 53-70.

Keilor, Bruce D; Parker, R. Stephen; Pettijohn, Charles E. 1997. *Sales Force Performance Satisfaction And Aspects Of Relational Selling: Implications For Sales Managers*. Journal of Marketing Theory and Practice7.1: 101.

Kohli, A. K., & Jaworski, B. J. 1990. *Market orientation: the construct, research propositions, and managerial implications*. The Journal of Marketing, 1-18.

Kulp, S.C., Lee, H.L. and Ofek, E. 2004. *Manufacturer benefits from information integration with retail customers*. Management Science, Vol. 50, No. 4, pp. 431-44.

Krafft, Manfred. 1999. *An empirical investigation of the antecedents of sales force control systems*. Journal of Marketing63.3: 120-134.

Leach, M. P., & Liu, A. H. 2003. *Investigating interrelationships among sales training evaluation methods*. Journal of Personal Selling & Sales Management, 23(4), 327-339.

Leigh, T. W., & McGraw, P. F. 1989. *Mapping the procedural knowledge of industrial sales personnel: A script-theoretic investigation*. The Journal of Marketing, 16-34.

Liu, A. H., & Leach, M. P. 2001. *Developing loyal customers with a value-adding sales force: Examining customer satisfaction and the perceived credibility of consultative salespeople*. Journal of Personal Selling & Sales Management, 21(2), 147-156.

Moncrief, W. C., & Marshall, G. W. 2005. *The evolution of the seven steps of selling*. Industrial Marketing Management, 34(1), 13-22.

Montago, R. V. 1996. *Integrated cross-cultural business training*. Journal of Management Development, 15(4), 57−60.

Oliver, Richard L; Anderson, Erin. 1994. *An empirical test of the consequences of behavior- and outcome-based sales control systems*. Journal of Marketing58.4: 53.

Parvinen, P., Aspara, J., Kajalo, S., & Hietanen, J. 2013. *Sales activity systematization and performance: differences between product and service firms*. Journal of Business & Industrial Marketing, 28(6), 494-505.

Pelham, A. 2009. *The impact of industry and training influences on salesforce consulting time and consulting effectiveness*. Journal of Business & Industrial Marketing, 24(8), 575-584.

Pettijohn, C. E., Pettijohn, L. S., & Taylor, A. J. 2007. *Does salesperson perception of the importance of sales skills improve sales performance, customer orientation, job satisfaction, and organizational commitment, and reduce turnover?*. Journal of Personal Selling & Sales Management, 27(1), 75-88.

Pettijohn, C. E., Pettijohn, L. S., & Taylor, A. J. 2002. *The influence of salesperson skill, motivation, and training on the practice of customer-oriented selling*. Psychology & Marketing, 19(9), 743-757.

Pousa, Claudio; Mathieu, Anne. 2014. *Boosting customer orientation through coaching: a Canadian study*. The International Journal of Bank Marketing32.1: 60-81.

Rentz, J. O., Shepherd, C. D., Tashchian, A., Dabholkar, P. A., & Ladd, R. T. 2002. *A measure of selling skill: scale development and validation*. Journal of Personal Selling & Sales Management, 22(1), 13-21.

Rodriguez, Michael; Ajjan, Haya; Peterson, Robert M. 2014. *CRM/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance*. Journal of Marketing Development and Competitiveness8.1: 85-97.

Rogers, B., & Rodrigo, P. 2015. *An exploratory study of factors influencing make-or-buy of sales activities: The perceptions of senior sales managers*. Strategic Outsourcing: An International Journal, 8(2/3), 229-261.

Román, S., & Ruiz, S. 2003. *A comparative analysis of sales training in Europe: Implications for international sales negotiations*. International Marketing Review, 20(3), 304-327.

Roman, Sergio; Ruiz, Salvador; Munuera, Jose Luis. 2002. *The effects of sales training on sales force activity*. European Journal of Marketing36.11/12: 1344-1366.

Sager, Jeffrey K; Dubinsky, Alan J; Wilson, Phillip H; Shao, Chris. 2014. *Factors Influencing the Impact of Sales Training: Test of a Model*. International Journal of Marketing Studies; Vol. 6, No. 1.

Saxe, R., & Weitz, B. A. 1982. *The SOCO scale: A measure of the customer orientation of salespeople*. Journal of marketing research, 343-351.

Shepherd, C. D., Gordon, G. L., Ridnour, R. E., Weilbaker, D. C., & Lambert, B. 2011. *Sales manager training practices in small and large firms*. American Journal of Business, 26(2), 92-117.

Shoemaker, M. E., & Johlke, M. C. 2002. *An examination of the antecedents of a crucial selling skill: asking questions*. Journal of Managerial Issues, 118-131.

Slater, S.F. and Narver, J.C. 1995. *Market orientation and the learning organization*. Journal of Marketing, Vol. 59 No. 3, pp. 63-74.

Shepherd, C David; Gordon, Geoffrey L; Ridnour, Rick E; Weilbaker, Dan C; Lambert, Brian. 2011. *Sales manager training practices in small and large firms*. American Journal of Business26.2: 92-117.

Singh, Ramenda & Gopal Das. 2013. *The impact of job satisfaction, adaptive selling behaviors and customer orientation on salesperson's performance: exploring the moderating role of selling experience*. Journal of Business & Industrial Marketing, 28(7), 554-564.

Singh, Ramendra & Koshy, Abraham.2012. *A new conceptualization of salesperson's customer orientation*. Marketing Intelligence & Planning30.1: 69-82.

Singh, V. L., Manrai, A. K., & Manrai, L. A. 2015. *Sales training: A state of the art and contemporary review*. Journal of Economics, Finance and Administrative Science, 20(38), 54-71.

Singh, Rakesh & Pingali Venugopal. 2015. *The impact of salesperson customer orientation on sales performance via mediating mechanism*. Journal of Business & Industrial Marketing, 30(5), 594-607.

Skinner, Steven J. 2000. *Peak performance in the sales force*. The Journal of Personal Selling & Sales Management20.1: 37-42.

Spiro, R. L., & Weitz, B. A. 1990. *Adaptive selling: Conceptualization, measurement, and nomological validity*. Journal of marketing Research, 61-69.

Sujan, H., Weitz, B. A., & Kumar, N. 1994. *Learning orientation, working smart, and effective selling*. The Journal of Marketing, 39-52.

Terho, H., Eggert, A., Haas, A., & Ulaga, W. 2015. *How sales strategy translates into performance: The role of salesperson customer orientation and value-based selling*. Industrial Marketing Management, 45, 12-21.

Wachner, T., Plouffe, C. R., & Grégoire, Y. 2009. *SOCO's impact on individual sales performance: The integration of selling skills as a missing link*. Industrial Marketing Management, 38(1), 32-44.

Wilson, Phillip H; Strutton, David; Farris, M Theodore, II. 2002. *Investigating the perceptual aspect of sales training*. **The Journal of Personal Selling & Sales Management** 22.2: 77-86.

www.prudential.co.id diakses tanggal 5 Maret 2017

SEMARANG
FEB UNDIP