Abstracts

Sales persons are the main strength for companies, where they play important role as a connecting bridge between companies and consumers. Sales persons also have important role in the successful selling of a company's products, so we must understand any factors that will influence the performance of sales persons. This study will analyze factors that have influence on increase of performance of sales persons, through quality of sales territory design, effectivity of sales persons's activity, level of experience in selling, technical competence of sales persons and its relevance to the increase of performance of sales persons.

This study model uses five hypotheses, that is the better the quality of sales territory design the more effective the activity of sales persons, the higher the level of experience of sales persons in selling the higger the technical competence of sales persons, the higher the technical competence of sales persons the more effective the activity of sales persons, the higher the technical competence of sales persons the higher the performance of sales persons.

The technique of sample collection that was used in this study was purposive sampling method, where sample was selected with terms/conditions that were consideres as having essential characterictics that were relevant to this study. The respondents used here were 100 respondents that is the sales persons of PT. Sinar Niaga Sejahtera Distribution Area of Central Java I that have worked for the company for more than one year. The data analysis technique that was used here was the structural equation modeling (SEM) from AMOS 16.0 software package in modeling and review of hypotheses. The results of data analysis will explain the causality relation amongst variables that are being developed in this study model. The proposed models will be accepted after fulfilling assumptions, that is normality and Standardized Residual Covariance $<+/-2,58$. Whereas the value of Determinant of sample covariance Matrix is 71.263 .

Exogen and endogen measurement models have been tested using confirmatory analisys. Subsequently, the measurement models where analyzed using Structural Equation Modeling (SEM) for test of causality relation amongst variables that influence and are influenced by quality of sales territory design. Effectivity of sales person's activity, level of experience in selling, technical competence of sales persons and performance of sales persons fulfil Goodness of Fit criteria, that is chi square = 121.982; probability = 0.051; GFI = 0.877; AGFI = 0.829; CFI = 0.0980; TLI = 0.975; RMSEA = 0.050; CMIN/DF = 1.245. Based on the results of data analysis, it can be concluded that the model can be accepted.

Keyword: **Quality of sales territory design, effectivity of sales person's activity, level of experience in selling, technical competence of sales persons, performance of sales persons.**