

## ABSTRACT

This research analyze factors that influencing satisfaction of salesperson as effort to increase performance of salesperson. There are two source of research problem. First, lack of study about performance of salesperson which born from criticism of Keillor et.al.,1999; Boorom et.al., 1998). Therefore, forwards findings represent important matter for correct understanding and clarity construct performance of salesperson. Second, Company Problems identified at Sales Executive PT. Bank Mandiri (Persero) Tbk. Semarang, where pursuant to data attainment of goals of Sales Officer of PT Bank Mandiri ( Persero) Tbk Semarang of year 2001 up to year 2005 have never been reached its goals. For that reason, problems of this research shall be as follows: On that account this research formulate the following problem; factors any kind of influencing satisfaction of seller energy as effort improve performance of salesperson. Hereinafter, research indicator and variable were also relied on former research. A model had been developed and six hypotheses have been proposed for this research problem.

Sample of this research get by census method. Respondents of this research amount to 116 respondents, where respondents are 116 Sales Officer of PT Bank Mandiri ( Persero) Tbk Semarang. Appliance analyze data used Structural Equation Modeling (SEM) program of AMOS 4.01.

Result of this research data analysis show that result and model research can be accepted better. And hereinafter, result of this research prove that this research get some empirical evidence which express that influence of adaptability have an effect on positive and significant to satisfaction of salesperson. Customer's orientations have an effect on positive and significant to satisfaction of salesperson. Supervisor's orientations have an effect on satisfaction of salesperson, positive and significant. Adaptability have an positive effect and significant to performance of salesperson. Supervisor's observation of salesperson have an positive effect and significant to performance of salesperson. Supervisor's observation have an positive effect and significant to performance of salesperson. Managerial implication and research agenda were also studied at this research.

**Keyword:** Adaptability, Customer orientation, Supervisor observation, Salesperson satisfaction, and Performance of salesperson.