ABSTRACT

The purpose of this research is to test the influences of working hard orientation, sales training quality and working smart orientation on salesman competence to impact salesman performance. Using these variables, the usage of these variables are able to solve the arising problem within salesman Bank Jateng Central Java. Statement of this problem is how increase salesman performance?.

The samples size of this research is 119 salesman Bank Jateng Central Java. Using the Structural Equation Modeling (SEM). The results show that working hard orientation, sales training quality and working smart orientation on salesman competence to impact salesman performance.

The effect of working hard orientation on salesman competence are significant; The effect sales training quality on salesman competence are significant; The effect of working smart orientation on salesman competence are significant; The effect of working hard orientation on salesman performance are significant; The effect sales training quality on salesman performance are significant; The effect of working smart orientation on salesman performance are significant; and The effect of salesman competence on salesman performance are significant.

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Keywords: working hard orientation, sales training quality; working smart orientation; salesman competence; and salesman performance.