

ABSTRACT

This study aims to determine whether the technical competence of salespeople, sales soft capability, orientasi pelayanan, adaptive selling has the effect to improve the performance of salespeople in the case study of prepaid tv sellers transvision distribution area of Central Java and Yogyakarta Special Region. The object of this study as much as 102 respondents and techniques on sampling is a census technique.

Data analysis technique used is structural equation model (SEM) of software AMOS 22. The test result using SEM showed goodness of fit criteria of full model is Chi-square = 67,203; Probability = 0.035; CMIN / DF = 1,400; GFI = 0.905; AGFI = 0.845, TLI = 0.904; CFI = 0.930; And RMSEA = 0.063. Thus it can be said that the model in this study is feasible to use

Findings from the research that has been done from the 6 hypotheses tested, there are 2 rejected hypotheses and 4 received. The first hypothesis of technical competence of salespeople has a positive and significant influence. The second hypothesis of sales force technical competence has a positive and significant influence. The third hypothesis of sales soft capability has a positive influence but not significant. The fourth hypothesis of sales soft capability has a positive and significant influence. The fifth hypothesis of service orientation has a positive and significant influence. The sixth hypothesis of adaptive selling has a positive but not significant effect with value. This study provides some limitations of research and future research agenda that can be done in further research

Keywords: technical competence of salespeople, service orientation, sales soft capability, adaptive selling, performance of salespeople