

DAFTAR PUSTAKA

Agustina Asatuan dan Augusty Ferdinand (2004), “Studi mengenai orientasi pengelolaan tenaga penjualan” *Jurnal Sains Pemasaran Indonesia*, Volume III, Nomor 1

Anglin A.K., Stolman, J. J. & Gentry, J. W. (1990). “The Congruences of manager perception of salesperson performance and knowledge based measures of adaptive selling”. *Journal of personal selling & sales management* Vol.10: 81-90

Arbuckle, J.L., (1997). “Amos Version 3.6”. Chicago, Illinois: Small Water Corporation.

Arikunto, Suharsimi, (2006). “Manajemen Penelitian”, cetakan kelima, Jakarta: Asdi Mahasatya.

Augusty Ferdinand, (2002), “Kualitas Strategi Pemasaran: Sebuah Strategi Pendahuluan”, *Jurnal Sains Pemasaran Indonesia*, Vol.I, No. 1, (mei) pp.107-119

Augusty Ferdinand, (2006), “Structural Equation Modelling Dalam Penelitian Manajemen: Aplikasi Model-model rumit dalam Penelitian untuk tesis S-2 dan disertasi S-3”. Badan Penerbit Universitas Diponegoro, Semarang.

Augusty Ferdinand, (2006), “Metode Penelitian Manajemen: Pedoman Penelitian/untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen”. Badan Penerbit Universitas Diponegoro, Semarang.

Baldauf, Artur., Cravens, Davis W. and Nigel F. Piercy (2001), “Examining Business Strategy, Sales Management, and Salesperson Antecedents of sales Organization Effectiveness”, *Journal of personal selling and sales Management*, Vol. XXI, No. 2 (spring), p. 109-122

Churchill, Jr, Gilbert A. Neil M. Ford & Orville C Walker, Jr (1990) "Salesforce management: Planning, Implementation and Control," Irwin, Boston.

Colleti et al (1997). "Exploring the Relative Effects of Salesperson Interpersonal Process Attributes and Technical Product Attributes on Customer Satisfaction", *Journal of Personal selling and sales Management*, Vol 16, No.3

Cooper, Donald R & Emory, C. William. (1995). "Metode Penelitian Bisnis". Jilid 1 Edisi ke 5. Jakarta: Erlangga

Fandy Tjiptono, (2005). "Pemasaran Jasa", Malang: Bayumedia Publishing.

Ghozali, Imam (2006). "Aplikasi Analisis Multivariate dengan Program SPSS". Semarang: Badan penerbit Universitas Diponegoro.

Goleman, D. (1995). "Emotional Intelligence: Why It Can Matter More Than IQ for Character, Health and Lifelong Achievement". Bantam Books, NewYork.

Grant, Ken, dan David W Cravens, George S. Lo, William C. Moncrief (2001), "The Role of satisfaction with territory design on the motivation, attitudes and work outcomes of salespeople", *Journal of the Academy of Marketing Science*, Vol. 29 No.2 p. 165-178

Hair et al. (1995). "Multivariate Data Analysis", Seventh Edition. *Pearson Prentice Hall*

Homburg, Muller and Klarmann (2011). "When does salespeople's customer orientation lead to customer loyalty? The differential effects of relational and functional customer orientation", *Journal of the Acad. Mark. Sci.* 39. 39:795-812

<https://id.wikipedia.org/wiki/Transvision>

Ingram, Thomas N, (1990). "Improving Sales Force Productivity: a Critical Examination of the Personal Selling Process", **Review of Business**, Summer

Johlke, M, C., (2006) "Sales presentation skills and salesperson job performance" Department of marketing, Bradley university, Foster college of business, peoria, Illinois, USA

Kara et al., (2013). "An examination of the effect of adaptive selling behavior and customer orientation on performance of pharmaceutical salespeople in an emerging market", *Journal of Medical marketing* 13(2) 102-114

Keillor et al., (1999). "Sales force performance and aspects of relational selling: implications for sales managers", *Emerald Journal of business & industrial marketing* 21/5 311-319 *Journal of Personal Selling and Sales Management*, Vol. XXII (1), Winter: 13-21

Kotler, Philip. (2009). "Manajemen Pemasaran". Jakarta : Erlangga

Lawrence J. Najjar (1996). "Multimedia Information and Learning". *Journal. Of Educational Multimedia and Hypermedia*. Pp. 129-150

Liu, A.H. and Leach, M.P. (2001). "Developing Loyal Customer with Value Adding Sales Force: Examining Customer Satisfaction and Perceived Credibility of Consultative

Lupiyoadi , Rambat. (2001). "Manajemen Pemasaran Jasa". Jakarta : PT. Salemba Empat.

Matsumoto, David. (2004). "Pengantar Psikologi Lintas Budaya; Buku teks utama dalam kelas psikologi Lintas Budaya tingkat awal". Yogyakarta: Penerbit Pustaka Pelajar

Mehrabi et al., (2012). "Impact of customer Orientation and Sales Orientation on Sales Performance in International market of Bilehsavar County", *International Journal of Business and social Science* Vol3.no 17

Mosca, J.B., Fazzari, A. And Buzza, J. (2010), "Coaching to win: a systematic approach to achieving productivity through coaching", *Journal of business and Economics Research*, Vol. 8 No, 5, pp. 115-130

Payne, A. And Frow, P (2005), "A Strategic framework for customer relationship management", *Journal of Marketing*, vol.69, pp.167-176

Rentz, et al. 2002. "A Measure of Selling Skill: Scale Development and Validation". *Journal of Personal Selling and Sales Management*, Vol. 21

Singh, Ramendra & Koshy, Abraham (2012). " A new Conceptualization of salesperson's customer orientation". *Marketing Intelligence & Planning* Vol. 30 No 1, 2012 pp. 69-82 Emerald Group Publishing Limited 0263-4503

Spiro, R.L. and B.A. Weitz. (1990). "Adaptive Selling: Conceptualization, Measurement, and Nomological Validity," *Journal of Marketing Research*. Hal. 61-69.

Supranto, J (2007), "Perilaku Konsumen dan Strategi Pemasaran Untuk Memenangkan Persaingan Bisnis", Penerbit: Mitra Wacana Media, Jakarta.

Wachner. Et. Al., (2009). "SOCO's Impact on Individual sales performance: The Integration of selling skills as a missing link". *Journal of Industrial Marketing Management* 38 (32-44)

Weitz, B A and Bradford, K D (1999) 'Personal Selling and Sales Management: A Relationship Marketing Perspective', *Journal of the Academy of Marketing Science*, 27, (2), 241-254

Weitz, B.A., Sujan, H., & Sujan, M. (1986). "Knowledge, Motivation, Adaptive Behaviour: A Framework for Improving Selling Effectiveness". *Journal of Marketing*. Vol. 50: 174-191

Zeithaml, V.A., Berry, L.L and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of marketing*, Vol. 60, pp. 31-46