

ABSTRACT

The purpose of this research is to test the role of OCBP in improving the performance of salesperson. The variables become antecedents of OCBP are perceived organizational support, social competence and customer orientation. While, the variables that are directly influenced by the OCBP are the adaptive selling process, super team building, teamwork quality and the sales plan quality. The Variables that are affected directly or indirectly by OCBP is the salesperson performance.

The population in this research is salesperson of life insurance in the city of Semarang by the number of 2664 salesperson. Sample data that can be processed in this research is 185 salesperson. Respondents in this research are salesperson of life insurance company who is not settled employee. Technique of data collection is done by questionnaire. Technique of data analysis uses Structural Equation Modeling (SEM).

The research finding is in order to improve the performance of salesperson needed OCBP role, both directly and indirectly. Indirectly, this research can produce the most optimal mediation role between OCBP with salesperson performance is through the super team building. It can be seen from the result of directly testing of the hypothesis by the super team building and OCBP is accepted, super team building with the salesperson performance is accepted and OCBP with the salesperson performance is accepted. The research finding provides theoretical contributions to material for the development of management theories, especially human resource management. Besides, it is also to contribute to sales management in the use of quantitative models and empirical testing. Furthermore this research is expected to contribute for the research agenda in the future through the proposed theoretical construction, with the limitations that cannot be tested empirically.

Keywords: OCBP, perceived organizational support, social competence, costumer orientation, adaptive selling process, super team building, team work quality, sales plan quality, salesperson performance.