

ABSTRACT

The research about multilevel marketing (MLM) hasn't been done by many researchers in Indonesian, so their literatures about it is very limited (Soeratman, 2002). This research was purposed to analyze two major antecedents of IBO (Independent Business Owner) business commitment and two factors communication trait as antecedents of adaptive selling to asses their impact on IBO business performance. The research problems which proposed in this research, is how to improve of IBO business performance. In order to answer the questions, the researchers has developed a model and six hypothesis has proposed in the research.

This research using a sample of 115 IBO of Amindoway / AMWAY Indonesia Corporation in Central Java and Yogyakarta (DIY) as respondents. The sampling technique used is purposive sampling. The data analyze tool used in this researchs is Structural Equation Model (SEM) in AMOS 6.0 program. The results of SEM analyze demonstrate that fit modeling and complete the Goodness of Fit index criteria, namely : Chi-square= 223.330, Probability 0,300, CMIN/DF= 1,048, GFI=0.859, AGFI=0.817, TLI=0.994, RMSEA=0.021, CFI=0.995. So the model in this research well accepted. Basic of hypothesis examination, this result also to prove that isn't of all hypothesis are positive and significant on the level of alpha (α) = 5%. The influence of satisfaction with product and relationship satisfaction with partner or upline to IBO business commitment is positive and significant. The influence of communication apprehension is negative and interaction involvement is positive to adaptive selling, both of them significant too. Although IBO business commitment and adaptive selling can effect to IBO business performance positively, but adaptif selling haven't influence significantly. So IBO business commitment more important than adaptif selling to enhance IBO business performance in multilevel marketing.

Key word : satisfaction with product, relationship satisfaction with partner or upline, communication apprehension, interaction involvement, IBO business commitment, adaptive selling, and IBO business performance.