

## ***ABSTRACT***

This research analyzes factors influencing sales organization effectiveness which is represented by firm's distributor and its impact to marketing organization performance in Semarang. The research problem comes from research gap based on previous researches such as between Grant and Craven (1998) that found significant moderating influences of the sales territory design on sales organization effectiveness and Baldauf *et al* (2001.p.116) that did not found any significant moderating influences of the sales territory design to sales organization effectiveness. Therefore, the research problem is what factors influence the sales organization effectiveness is and what their impacts toward to marketing organization performance are

Techniques of sampling applied are purposive sampling method and the judgment of sample size is based on Hair *et al* (1995) in Ferdinand, (2002.p.47) so that 120 respondents of salesperson's firm of distributors whose products are categorized as *convenience* product in Semarang can be obtained. Instrument of data analysis is used is *Structural Equation Modeling* (SEM) using computer program of AMOS Ver 4.01.

In general, the results in data analysis provide statistical support for our hypotheses. The results of the data analysis show that there is a significant moderating influence of salesperson management on both sales force effectiveness and marketing performance. The result corresponds with piercy *et al* (2000) stating that managerial actions related to salesperson management theory would influence sales force effectiveness and marketing performance. We also found that there is significant moderating influences of the sales territory design on both sales effectiveness and marketing performance which implies that salespersons whose satisfied with their sales territory design contain enough potential for them to maintain or increase there sales performance and income higher then expected

Key words : Salesperson's Management, sales territory design, sales force effectiveness and marketing performance