

ABSTRACT

Research in the selling performance field has been going on for 70 years, with the goals to analyse factors influencing sales forces performance. This study aims to find the right management of sales forces activities as effort to increase sales forces performance. The problems proposed here fully based on research gap from initial researches. The problem of this study is how to increase sales forces performance in order that selling performance rich target. Furthermore, to answer the problem, in this study model with five hypotheses had developed.

Sampling technique used is census sampling. The number of sample in this study are 109 respondents, where the respondents are the sales forces of PT. Tempo Scan Pacific in Central Java and DIY. Structural Equation Modeling (SEM) in AMOS 4.01 program is used.

Result from SEM analyses fulfill Goodness of Fit Index criteria, they are : chi square 56,757, probability 0,181 ($>0,05$), RMSEA 0,041 ($\leq 0,08$), CMIN/DF 1,182 ($<2,00$), GFI 0,918 ($\geq 0,90$), AGFI 0,867 ($\geq 0,90$), TLI 0,981 ($\geq 0,95$), CFI 0,986 ($<0,95$).

The result of data analyses show that model and result of study acceptable well. Furthermore the result proof that the influence of selling territory plan on sales forces activities intensity is positive and significant. The influence of the need of achievement sales force on sales forces activities intensity is positive and significant. The influence of selling territory plan on sales forces performance is positive and significant. The influence sales forces activities intensity on sales forces performance is positive and significant.

Key word : Sales Territory Design, Sales Force Motivation Labour Capacity, Sales Force Activity Intensity, and Sales Forces Performance.