

ABSTRACT

Observation of sales data of Honda Semarang Center dealers stated that in 2014-2017 there was an increase in sales, but in 2018 there was a decrease in the number of car sales. Supported by the number of salesperson at the Honda Semarang Center from year to year has always been increasing making the gap phenomenon appear. It can be concluded that there is a problem with the salesperson's performance.

Based on the gap phenomenon above, this study aims to analyze the effect of learning orientation and selling experience to salesperson's performance with salesperson's capability and working smart on intervening variables.

The population used in this study were Honda Semarang Center salesperson in Semarang who had at least worked as salesperson for 3 months. The number of samples used in this study were 110 respondents. The method of data collection is done through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques using AMOS 24.0 analysis tools.

The test results using Structural Equation Modeling (SEM) analysis techniques indicate that the model is in accordance with population data. While the hypothesis testing shows that the five hypotheses can be accepted and proven in this study, namely learning orientation and selling experience are influenced by the salesperson's capability, salesperson's capability are influenced by working smart, and the salesperson's capability and working smart are influenced by the salesperson's performance

Keywords : learning orientation, selling experience, salesperson capability, working smart, salesperson's performance.