ABSTRACT

This research aims to determine the effect of end-result supervisory orientation, activity supervisory orientation, capabilities supervisory orientation to salesperson performance. This research uses data from population (census method) comprise of 70 salesperson in PT HM Sampoerna Tbk company in Semarang cigarette type A flava.

Of processing this data using SPSS 17 produce the equation of regression

$$Y = 0{,}278 X_1 + 0{,}442 X_2 + 0{,}314 X_3$$

Data analysis result shot that research model has good fit and all the hypotheses can be proved. T test results prove that all independent variables have a positive influence on the dependent variable.

From the data analysis shows that the coefficient of determination Adjusted R Square of 0,506. The value of determination suggests that the ability variable dependen strong enough. That is according to a third of sales force of independent variables considered important and can influence by 50,6%. While the rest 49,4% influenced by other variables.

Keywords: End-Result Supervisory Orientation, Activity Supervisory Orientation, Capability Supervisory Orientation