

DAFTAR REFERENSI

- Amabile, Teresa M, Regina Conti, Heather Coon, Jefferey Lazenby dan Michael Herron, 1998, "*Assesing The Work Environment for Creativity*", Academy of Management, Journal.
- Amstrong, Michael, 1994, "*Seri Pedoman Manajemen : Manajemen Sumber Daya Manusia*", alih bahasa : Sofyan Cikmat dan Hariyanto, Elek Media Komputindo, Jakarta.
- Castleberry, Stephen B.C.David Sheperd, dan Rick Ridnour, 1999, "*Effective Interpersonal Listening in The Personal Selling Environment : Conceptializaztion, Measurement, and Nomological Validity, Journal of Marketing Theory and Practice*", (Winter 1999)
- Challagalla, GN. Shervani, Tassaduq, A (1996), "*Dimension and Type of Supervisory Control : Effect on Salesperson Performance and Satisfaction*", Journal of Marketing, Vol.60 (January 1996)
- Churchil Jr, Gilbert A., Neil M. Ford and Orville C. Walker, Jr. (1990), "*Salesforce Management: Planning, Impelentation and Control*", Irwin, Boston.
- Cooper, D.R. and Emory, C.W., 1995, "*Metode Penelitian Bisnis*", Jilid 1, edisi kelima, Penerbit Erlangga.
- Cravens, david W. Thomas N. Ingram, Jr., Mark W.Johnson, and John F. Tanner, (1993). "*Sales Force Management*", 6th ed, Chicago : Mc Grow-Hill.
- Diah Arum Cempakasari dan Yoestini, 2003. "*Studi Mengenai Pengembangan Hubungan Jangka Panjang Perusahaan dan Pengecer*", Jurnal Sains Pemasaran Indonesia, Vol.II, No.1.
- Dwitanto, Agus. (2004), "*Analisis Pengaruh Kejelasan Peran Tenaga Penjualan dan Kepemimpinan Terhadap Orientasi Pembelajaran dan Kinerja Tenaga Penjualan*", MM UNDIP, Semarang
- Evans Kenneth.R, Schlacter J.L., Schultz R.J., Gremler Dwayne D., Pass M. and Wolfe W.G. (2002), "*Salesperson and Sales Manager Perceptions of Sales Person Job Outcomes: A Perceptual Congruence Approach*", Journal of Marketing Theory and Practice, Fall 2002.

- Ferdinand, Augusty, (2002), *Strutural Equation Modelling Dalam Penelitian Manajemen*, Universitas Diponegoro, Semarang.
- _____, (2002), *“Manajemen Pemasaran : Sebuah Pendekatan Stratejik”*, Magister Manajemen Universitas Diponegoro, Semarang.
- _____, dan Asatuan, Agustina. (2004), *“Studi Mengenai Pengelolaan Tenaga Penjualan”*, Jurnal Sains Pemasaran Indonesia, Vol.III, No.1
- Hair Anderson and Tatham Black (1998), *“Multivariate Data Analysis”*, Prentice Hall, USA.
- Harari, Oren. 1995, *“The Missing Link in Performance”*, Journal of Human Review, Vol.84.
- Harsiwi, TM. 2000, *Pengaruh Gaya Kepemimpinan Pria Manajer dan Wanita Manajer Terhadap Kepuasan Kerja Bawahan*, Universitas Atma Jaya, Yogyakarta.
- House, R.J. and Shamir, B. (1993), *“Toward the Integration of Transformational, Charismatic, and Visi-onary Theories”*, In M.M. Chemers and R. Ayman (Eds.), *Leadership Theory and Research : Prespectives and Directions*, New York : Academy Press.
- Impresario BRI, 2006. *“Bisnis Kartu Kredit”*, Kanpus BRI, Jakarta
- Johlke Mark.C, Dunhan Dale.S., Howell Roy.D., Wilkes Robert.W, (2000), *“An Integrated Model of Sales Managers Communication Practices”*, Journal of The Academy of Marketing Science, Volume 28, No.2.
- Kohli, Tosadadug A. Shervani and Goutama N.Callagalla, 1998. *“Learning and Performance Orientation of Salesperson : The Role of Supervisors”*, Journal of Marketing Research, Vol.XXXV, (May).
- Kotter, J dan Heskett, JI, 1992. *Corporate Culture and Performance*, PT. Prehallindo Simon and Schuster (Asia) Pte.Ltd. The Free Press.
- Layman, Porter dan Raymond Miles, 1990, *Human Resources Manajemen*, Edisi Keenam.
- Menon, Anil Sundar G. Bharadwaj (1999), *“Anteceden and Concequences of Marketing Strategi Making”*, Journal of Marketing Vol 63.

- _____, and Roy Hawell (1996), *“The Quality and Effectiveness of Marketing Strategy, Effect of Functional and Disfunctional Conflict in Intraorganizational Relationships”*, Journal of The Academy of Marketing Science 24(4).
- Moeljono, Djokosantoso, Dr (2003), *“Beyond Leadership: 12 Konsep Kepemimpinan”*, Elex Media Komputindo, Jakarta.
- Parwanti, 2005. *“Analisis Variabel-Variabel Yang Berpengaruh Terhadap Kinerja Tenaga Penjualan Untuk Meningkatkan Efektivitas Penjualan”*, Universitas Diponegoro, Semarang.
- Plank, Richard E, and David A.Reid, (1994), *“The Mediating Role of Sales Behaviours : an Alternative Perspective of Sales Performance and Effectiveness”*, Journal of Selling and Sales Management, Vol.XX No.1
- Rentz, Joseph O., C.David Shepherd, Armen Taschian, Pratibha A. Dabholkar, and Robert T Ladd, (2002), *”A Measuren of selling skill : Scale Development and Vaidation”*, Journal of Personal selling and sales management, Vol XXII, No.1 (Winter).
- Rich, Gregory A. (1997), *“The Sales Managers as Role Model : Effect on Trust, Job Satisfaction, and performance of Salesperson”*, Journal of the Academy of Marketing Science, Vol.25 No.4.
- Sapiro, Rosann, L and Weitz, Barton A (1990), *“Adaptive Selling : Conceptualization Measurement and Nomological Validity”*, Journal of Marketing Research, February.
- Schuler, Randall S and Jackson, Susan E, (1997), *“Human Resource Management : Positioning for The 21st Century”*, Erlangga, Jakarta
- Singarimbun, M., 1991, *“Metode Penelitian Survai”*, Edisi revisi, Jakarta, Penerbit LP3ES.
- Shalahuddin, Mahfudh, 1990, *“Pengantar Psikologi Pendidikan”*, Bina Ilmu, Surabaya.
- Sherman, S. (1993), *“Are You As Good As The Best In The World?”*, Fortune, 13 Desember 1993.
- Shoemaker, Mary E., 2003, *“Leadership Behaviour in Sales Managers : A Level Analysis”*, Journal of Marketing Theory and Practise.
- Sugiyono, 2001, *“Metode Penelitian Bisnis”*, Alfabeta, Bandung.

- Sujan H, Weitz, barton A, and Sujan M, (1990), ***“Increasing Sales Productivity by Getting Salespeople to Work Smarter”***, Jurnal of Personal Selling and Sales Management, August 1990.
- _____, and Kumar, Nirmalaya (1994), ***“Learning Orientation, Working Smart and Effective Selling”***, Journal of Marketing, Vol.58 (July 1994).
- Sumrall, Delia A. and Rose Sebastianelli (1999), ***“The Moderating Effect of Managerial Sales Orientations on Salesperson Role Stress-Job Satisfaction Relationships”***, Journal of Marketing.
- Tansu, A.B. 1999, ***Benchmark of Successful Salesforce Performance***, Canadian Journal of Administrative Science.
- Teas, Wacker, R.Eugene Hughes (1979), ***“A Path Analysis of Causes and Consequences of Salespeople’s Perception of Role Clarity”***, Journal of Marketing Research (August).
- Tyagi, N.K. (1985), ***“Relative Importance of Key Job Dimensions and Leadership Behavior in Motivating Salesperson Work Performance”***, Journal of Marketing, 49 (Summer).
- Weitz, barton A. and Kevin D. Bradford (1999), ***“Personal Selling and Sales Management: A Relationship Marketing Perspective”***, Journal of The Academy of Marketing Science, 27
- Wilson, Michael T. (1993), ***“Manajemen Armada Penjual”***, PT.Pustaka Binaman Presindo, Jakarta