

ABSTRACT

Salesperson is a factor who plays a very important role in supporting company's success, because it is the one who has direct relationship with customer and influence the buying decision-making. This research is conducted to examine the influence of salesperson organizational commitment, self control, customer orientation, and adaptive selling to salesperson performance by developing a research model and five hypotheses.

This research sampling technique used census method utilizing overall population members as the sample. Total population sample of the research is 116 salesperson of Asuransi Jiwa Prudential Frufuture Team SM.I Agency Semarang. The data analysis technique used *The Structural Equation Modelling* (SEM) from AMOS 16.0.

The result of SEM for examination of causal relationship among the variables that influence and influenced by salesperson organizational commitment, self control, customer orientation, adaptive selling and salesperson performance has fit to *Goodness of Fit Index*, *chi square* = 112.798; *probability* = 0.146; GFI = 0.896; AGFI = 0.856; TLI = 0.977; CFI = 0.982; RMSEA = 0.036; CMIN / DF = 1.151. Based on the data analysis, it can be concluded that the model is well accepted. Then, this research result provided theoretical implication that the influence of salesperson organizational commitment to salesperson customer orientation is positive and significant, influence of salesperson self control to salesperson adaptive selling is positive and significant, salesperson customer orientation has positive and significant impact to salesperson adaptive selling and performance, and the influence of salesperson adaptive selling to salesperson performance is positive and significant. Managerial implications and future research is also discussed on this research.

Keywords : Salesperson Organizational Commitment, Salesperson Self Control, Salesperson Customer Orientation, Salesperson Adaptive Selling and Salesperson Performance.