

ABSTRACT

This research is an effort to answer the problem in Koperasi Kodam-IV/Diponegoro, that is facing a decline in sales performance during 2006 to 2010. The decline indicates that the repurchase intention of the customer is also decreasing in Koperasi Kodam-IV/Diponegoro. The literature review takes the researcher to analyze the impact of service quality ; learning orientation, control system, sales force competency and sales performance on repurchase intention.

Data of learning orientation, control system, sales force competency and sales performance is obtained by questionnaires. The questionnaires are distributed to 55 respondents of cooperative manager. Then the data is analyzed with the multiple regression tests to prove whether or not there is an impact between the independent variables on the dependent variable.

The test result shows that it can be proven statistically that learning orientation, control system, has positive and significant impact to sales force competency and sales force competency has positive and significant impact to sales performance. From those variables, it is found that sales force competency has the biggest impact. Consequently, the implication that can be suggested is that they need to focus on making better the sales force competency.

Keywords : Learning orientation, control system, sales force competency, sales performance