

ABSTRACT

The issue about turnover intention in salesperson become an interesting problem to be reviewed with the competition of business which going tougher and target achievement. This research aims to evaluate the influence of job stress to job satisfaction, and the effect to the turnover intentions that happens in the company.

To test the research hypothesis, 133 salesperson (Level IV) of PT. Astra Graphia, Tbk were asked to answer questionnaire about their perception of the job stress, job satisfaction, and turnover intention. The data acquired was analyzed using the Structural Equation Model (SEM). The result of this analysis, known that the Structural Equation Model has fulfilled the Goodness of Fit Index criteria, chi square = 12.875, probability = 0.168, RMSEA = 0.057, GFI = 0.969, AGFI = 0.927, TLI = 0.982, CFI = 0.989.

The hypothesis testing shows that job stress has an effect significantly positive to job satisfaction, job stress has an effect significantly negative to turnover intention and job satisfaction has an effect has an effect to significantly negative to turnover intention. Based on the research result, managerial implication can be suggested to decrease job stress and to reduce turnover intention. Company should create sales program based on customer needs,

Keywords : *job stress, job satisfaction, turnover intention, salesperson and sales target*