

ABSTRACT

The research to examine salespeople performance has been done by many researchers. This research was conducted to analyze factors, that have influence to salespeople performance. The research problems which proposed in this research, is how to improve of salespeople performance. In order to answers that questions, the researchers has developed a model and five hypothesis has proposed in the research.

The sampling technique used is simple random sampling. Sample used in this research are 108 respondents. They are the salespeople of Cemaco Mandiri Corporation in Semarang. The data analyze tool used in this research is structural equation model (SEM) in AMOS 4.01 program.

The results of SEM analyze complete the Goodness of Fit Index Criteria, namely: chi-square 136,500; probability 0,266; RMSEA 0,026; GFI 0,883; AGFI 0,842; CMIN/DF 1,075; TLI 0,983; CFI 0,986.

The results of this research show that the model well accepted. This results also indicate all of these following hyphotesis are positive and significant: 1. The influence of role supervisor to role clarity of salespeople. 2. The influence of role coworker to role of clarity. 3. The influence of learning orientation to sales skill, 4. The influence of role clarity to salespeople performance, 5. The influence of sales skill to salespeople performance.

Keywords: role clarity of salespeople, sales skill, and salespeople performance.