

ABSTRACT

This research analyzes factors influencing the sales force orientation to customer to sales force performance. The research problems comes from 2 things, the first is comes from field problem identified from data about the condition of PT. Tirta Husada Farma di Jawa Tengah on 2001- 2006 relates to sales grow was decreasing. Therefore, the formula of problem in this research is how to sales in order that sales rich target.. And the second gap research based on previous researches' background for example referring to limitation and instruction for incoming research and also inconsistency of the results of previous researches about sales force control system, sales force competency, sales force orientation to customer, and sales force performance likes studies Pettijohn, et.al., (2000; dalam Setiawan, 2003) Churchill et.al., (1985; dalam, Boles et.al.,2000)). Hereinafter, variable and indicator of this research indicator are also relied on former researches. A model has been developed and three hypotheses have been formulated to answer the problem of this research.

Techniques of sampling applied is census sampling method. The responders in this research are 108 responders, and all responder are the sales force PT. Tirta Husada Farma at Central of Java. Tool of data analysis's used is (Structural Equation Modeling (SEM) using computer program of AMOS 4.01.

The result of data analysis shows that the model developed and the research result can be accepted. Hereinafter, the result proves that there is positive influence of sales force control system to sales force orientation to customer. The influence of sales force competency to sales force orientation to customer is positive and significant. The influence of sales force orientation to customer on sales force performance is positive and significant. Management implication and the future research implication of the finding on discussed.

Key Words: Sales Force Control System, Sales Force Competency, Sales Force Orientation to Customer, and Sales Force Performance