ABSTRACTS

Sales force takes part very cruicial by linking relationships between customers and company, sales force performance as a mirror that reflecting as success or achievement a Sales force in managing resource and combine with application that applied strategies as quick and precise, this study as basic for filling the Gap that research in study building Relationship Quality with Client/Client Candidate Prudential insurance through *Competitive Experience, Conflict Handling & Competency* that owned by an agent that eventually will increase Sales Forces (agent) MRT Champions Agency Cilacap.

This research model using six hypothesis, meanwhile the data source of this Research is Primary data source that taken from sales force (agent) to Prudential Life Assurance MRT Champions Cilacap. Sample that used as many 124 sales force with work time (to be an Agent) minimum 1 year. This type of data that used in this research is Subject Data (*self-report data*) and gathered straight from filling questionnaire structured with using closed question (scale 1-10) and open question.

Technic analysis data that used is *The Structural Equation Modeling* (SEM) from AMOS 16.0 software package in model and study hypothesis. The result of data analysis will explain Causality relationship between Variable that still being developed. On this research that show from hypothesis that submitted found two hypoteshis unproved which is H1(*Competitive Experience* for *Relationship Quality*) and H2 (*Conflict Handling* for *Relationship Quality*), as for others hypothesis, support in this research. While determinent value of *Covariance Matrix* is 0,097 (9,7e^{-2})

Exogenous measurement model and endogenous has been proved by using confirmatory analysis, furthermore this measurement model that mentioned, will be analyzed with *Structural Equation Model* (SEM) for test model relationship between Qasuality and Variable that influence and influenced by *Competitive Experience, Conflict Handling, Competency, Relationship Quality* and *sales forces performance,*in this research it tested *goodness of fit* from model and result that obtained $\chi^2 = 84.614$, GFI = 0.910; AGFI = 0.865; CFI = 0.991; TLI = 0.988; RMSEA = 0.041, if looking at result of analysis data can be concluded that those model as mentioned can be accepted.

Keyword : *Competitive Experience, Conflict Handling, Competency, Relationship Quality and sales force*