

Stres kerja pada tenaga penjual laki-laki dan perempuan usia dewasa muda di PT. X = The work stress on young adulthood men and women sales at PT. X

Arini Kaesaria, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20357877&lokasi=lokal>

Abstrak

[**ABSTRAK**]

Meningkatnya persaingan bisnis, menuntut suatu organisasi untuk melakukan pemasaran yang efektif. Salah satunya adalah dengan pengenalan barang yang akhirnya terjadi proses penjualan, yang dilakukan oleh tenaga penjual

kepada konsumen. Tiap tugas yang dijalani oleh tenaga penjual, yang secara keseluruhan bertujuan mencapai target penjualan dapat dikatakan sebagai tuntutan

pekerjaan. Apabila tuntutan pekerjaan tersebut dirasa terlalu berat, maka pada akhirnya dapat membuat tenaga penjual menjadi stres.

Penelitian ini berfokus pada stres kerja tenaga penjual yang berkerja di PT.X wilayah JABODETABEK dan Serang. Aspek yang ingin dilihat dari

penelitian ini adalah stres kerja pada tenaga penjual laki-laki dan perempuan usia dewasa muda.

Pengambilan data dilakukan melalui penyebaran kuesioner dengan

menitipkannya pada kepala cabang kantor pusat PT. X di Jakarta Timur. Dari 100 kuesioner yang disebar, hanya 62 partisipan yang datanya dapat diolah. Data yang

diperoleh dianalisis dengan menggunakan teknik statistik uji Independent Sample T-test untuk melihat apakah jenis kelamin berpengaruh terhadap stres kerja yang

dialami tenaga penjual, dan ANOVA untuk melihat perbedaan stres pada tiap tugas dengan menggunakan SPSS 16.0. Hasil penelitian menunjukkan adanya stres kerja pada tenaga penjual selama menjalankan tugas.

Adanya perbedaan stres

kerja pada tiap tugas tenaga penjual, dan adanya perbedaan stres kerja antara tenaga penjual laki-laki dan perempuan.

ABSTRAK

The increase of business competition ushers an organization to be effective in marketing. One of them is by the introduction of the goods that ultimately

happens through the sales process, conducted by salespeople to the consumer. For each task that is carried out by salespeople, the overall aim is to achieve the target of the sales that can be said as the demands of work. When the work demands are felt to be heavy, this ultimately can make the salespeople stressed.

This research focuses on the work stress on the salespeople working at PT.X in JABODETABEK and Serang areas. The subject of this research is the men and women young adulthood sales. Data is collected by distributing questionnaires left to the head of the branch office of PT.X in East Jakarta. Of the

100 questionnaires distributed, only data from 62 participants were able to be processed. The data obtained were analyzed using statistical techniques test Independent Sample T-test to see the sex effect on work stress experienced by the salespeople, and ANOVA to see the stress on each task by using SPSS 16.0. The results suggest the existence of work stress on the salespeople for running errands, differences in work stress on each salespeople's job, and work stress on men and women sales., The increase of business competition ushers an organization to be effective in marketing. One of them is by the introduction of the goods that ultimately happens through the sales process, conducted by salespeople to the consumer. For each task that is carried out by salespeople, the overall aim is to achieve the target of the sales that can be said as the demands of work. When the work demands are felt to be heavy, this ultimately can make the salespeople stressed.

This research focuses on the work stress on the salespeople working at PT.X in JABODETABEK and Serang areas. The subject of this research is the men and women young adulthood sales. Data is collected by distributing questionnaires left to the head of the branch office of PT.X in East Jakarta. Of the 100 questionnaires distributed, only data from 62 participants were able to be processed. The data obtained were analyzed using statistical techniques test Independent Sample T-test to see the sex effect on work stress experienced by the salespeople, and ANOVA to see the stress on each task by using SPSS 16.0. The results suggest the existence of work stress on the salespeople for running errands, differences in work stress on each salespeople's job, and work stress on men and women sales.]