

Rancangan intervensi sistem pelaporan pengetahuan pelanggan untuk meningkatkan kinerja medical representative PT. X BUF = The design of customer knowledge reporting system intervention to improve the performance of medical representative at PT.X BUF

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Abstrak

[ABSTRAK

Tujuan dari penelitian ini adalah merancang intervensi pada sistem pelaporan pengetahuan pelanggan dalam meningkatkan kinerja pada tenaga penjualan lini terdepan di PT. X BUF.

Penelitian ini menggunakan metode kuantitatif untuk mendapatkan data yang signifikan. Hasil penelitian menunjukkan bahwa faktor yang sangat mempengaruhi Medical Representative pada PT. X BUF dalam berbagi pengetahuan pelanggannya adalah proses kerja, peran dan fungsi atasan yang pada akhirnya mempengaruhi kinerja Medical Representative secara khusus dan organisasi secara umum.

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ABSTRACT

This research is aimed at designing an intervention on customer knowledge reporting system to improve the work performance of Medical Representative, frontline sales person, at PT. X BUF.

The research applied quantitative methodology by collecting data from a set of questionnaires. The finding of the study shows that work process as well as manager role and function have significant impact on willingness of Medical Representative in sharing their customer's knowledge which eventually impact their work performance in particular and company performance in general; This research is aimed at designing an intervention on customer knowledge reporting system to improve the work performance of Medical Representative, frontline sales person, at PT. X BUF.

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