

# Membangun kompetensi jabatan supervisor divisi marketing dan collection di PT XYZ = Building role competence of marketing and collection supervisor in PT XYZ

Risa Desalvina Sani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20390158&lokasi=lokal>

---

## Abstrak

[<b>ABSTRAK</b><br>

Tesis ini menganalisis serta membangun kompetensi jabatan supervisor divisi marketing dan collection di PT. XYZ yang merupakan salah satu perusahaan pembiayaan di Indonesia. Berdasarkan wawancara yang dilakukan dengan manager divisi human resource planning and development, beberapa orang dari divisi marketing (area manager dan supervisor) dan beberapa orang dari divisi collection (area manager dan supervisor), visi dan misi perusahaan, nilai-nilai perusahaan, serta deskripsi pekerjaan diperoleh hasil bahwa kompetensi yang sesuai untuk jabatan marketing supervisor terbagi kedalam 4 kategori, yaitu achievement and action, helping and human service, impact and influence cluster, dan personal effectiveness. Sedangkan untuk kompetensi jabatan collection supervisor terbagi menjadi 6 kategori, yaitu Achievement and action, helping and human service, impact and influence cluster, managerial, cognitive, dan personal effectiveness.

<hr>

<b>ABSTRACT</b><br>

This thesis analyzed and building the role competence of marketing and collection supervisor in PT. XYZ as one of multifinance company in Indonesia. Based on the result of behavioral event interview, the vision and mission of the company, the corporate values, and the job descriptions obtained the outcome that the role competences of marketing supervisor are divided into 4 categories including achievement and action, helping and human service, impact and influence cluster, and personal effectiveness and the competences of collection supervisor are divided into 6 categories including Achievement and action, helping and human service, impact and influence cluster, managerial, cognitive, and personal effectiveness, This thesis analyzed and building the role competence of marketing and collection supervisor in PT. XYZ as one of multifinance company in Indonesia. Based on the result of behavioral event interview, the vision and mission of the company, the corporate values, and the job descriptions obtained the outcome that the role competences of marketing supervisor are divided into 4 categories including achievement and action, helping and human service, impact and influence cluster, and personal effectiveness and the competences of collection supervisor are divided into 6 categories including Achievement and action, helping and human service, impact and influence cluster, managerial, cognitive, and personal effectiveness]