

Pengaruh financial reward job demand for learning dan need for achievement terhadap sales performance : studi kasus agen asuransi jiwa PT Prudential Life Assurance = The impact of financial reward job demand for learning and need for achievement to sales performance : a case study of life insurance agent PT Prudential Life Assurance

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh financial reward, jobdemand for learning dan need for achievement sebagai variabel bebas terhadap sales performance sebagai variabel terikat pada agen asuransi jiwa PT Prudential Life Assurance. Penelitian ini dilakukan di kantor keagenan Inspiring yang berperingkat ke-sepuluh di Indonesia dengan total agen 200 orang dan responden sebanyak 105 orang dengan periode waktu penelitian dari April sampai dengan Mei 2014. Metode yang digunakan adalah kuantitatif dengan non-probability purposive sampling.

Dari penelitian yang dilakukan diketahui bahwa financial reward mempunyai pengaruh signifikan negatif terhadap pencapaian sales performance sehingga perlu dikaji lebih jauh jenis-jenis financial reward yang diharapkan oleh para agen agar dapat meningkatkan sales performance-nya. Sedangkan job-demand for learning dan need for achievement tidak memiliki pengaruh yang signifikan terhadap sales performance meskipun hasil analisis deskriptif menunjukkan variabel job-demand for learning dan need for achievement merupakan hal yang dianggap penting oleh agen.

Oleh karena itu, penelitian ini merekomendasikan untuk meneliti faktor lain yang mempengaruhi pencapaian sales performance seperti jenis pelatihan dan pengembangan diri yang tepat, brand/corporate image dan budaya perusahaan. Perusahaan juga sebaiknya dapat merancang program reward yang lebih kompetitif bagi agen agar pencapaian target penjualan dapat maksimal.

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The purpose of this research is to find out the impact of financial reward, jobdemand for learning and need for achievement as independent variables to sales performance as dependent variabel in PT Prudential Life Assurance. This research is conducted in one of agency offices, Inspiring, which is ranked as number 10 among other agency offices in Indonesia. Total numbers of agents is 200 people with 105 respondents, during the period of April to May 2014. The research method is quantitative with non-probability purposive sampling.

Based on the research, it is known that financial reward has a significant but negative impact to the sales performance therefore it is necessary to further study other type of financial rewards which are expected by agents in order to boost the sales performance. as for job-demand for learning and need for achievement do not have impact to the sales performance although form the descriptive analysis it shows that job-demand for learning and need for achievement are important things according to agents.

Based on the above result, it is recommended to do further research on other factors that can affect to the achievement of sales performance such as a proper training and development program, brand/corporate image and corporate culture. It is also suggested for the company to prepare a competitive reward program for agents to reach a maximum achievement of sales performance.