

Pengaruh employee value proposition dan employee engagement terhadap performa penjualan (studi kasus PT Prudential Life Assurance) = The influence of the employee value proposition and employee engagement toward sales performance (case study PT Prudential Life Assurance)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Employee Value Proposition (EVP) dan Employee Engagement (EE) pada performa penjualan agen asuransi PT Prudential Life Assurance. Penelitian ini juga bertujuan untuk melihat apakah variabel Employee Engagement dapat dijadikan sebagai faktor yang dapat memediasi pengaruh EVP terhadap performa penjualan. Hasil penelitian menyatakan bahwa dimensi EVP supervisor-leadership berpengaruh positif dan signifikan terhadap dimensi performa penjualan. Dimensi EE overall growth berpengaruh secara positif dan signifikan terhadap dimensi performa penjualan.

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This study aims to determine the effect of the Employee Value Proposition (EVP) and employee engagement (EE) towards the sales performance of insurance agent at PT Prudential Life Assurance. This study also aimed to see if Employee Engagement can be used as a factor that may mediate the effect of EVP on sales performance. The analysis states that the dimension of EVP (supervisor-leadership) has positive and significant effect on the dimension of sales performance. EE dimension (overall growth) affects positively and significantly on the dimensions of sales performance.