

Penerapan sistem coaching untuk meningkatkan kinerja tenaga penjual: studi kasus PT ABC wilayah Indonesia bagian timur = The implementation of coaching system to increase the sales's performance: case study of PT ABC in the area of Eastern Indonesia

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Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh leader-member exchange, psychological capital dan motivasi terhadap kinerja tenaga penjual PT. ABC wilayah Indonesia Timur melalui intervensi coaching sebagai usaha untuk meningkatkan kinerja tenaga penjual. Alat ukur yang digunakan dalam penelitian ini adalah alat ukur leader-member exchange yang diadaptasi dari Liden dan Maslyn (1998), kemudian alat ukur psychological capital yang di adaptasi dari Luthans (2007),serta alat ukur motivation trait questionnaire yang diadaptasi dari Heggstad and Kanfer (2000). Hasil regresi berganda terhadap 74 tenaga penjual bisnis unit mikro wilayah Indonesia Bagian Timur menunjukkan adanya pengaruh antara psychological capital dan motivasi terhadap kinerja sebesar 51.4% ($R^2 = 0.514$). Dari hasil analisis regresi berganda dengan metode step wise, personal mastery dan hope merupakan dimensi yang paling berpengaruh terhadap kinerja karyawan. Dengan demikian, perlunya dikembangkan intervensi coaching sebagai salah satu cara meningkatkan personal mastery dan hope yang pada akhirnya akan berdampak pada meningkatnya kinerja tenaga penjual bisnis mikro di PT. ABC wilayah Indonesia Bagian Timur.

.....The research is conducted to find the influence of Leader-Member Exchange, Psychological Capital and Motivation to Sales Performance, by Coaching program intervention as the effort to increase sales's performance at PT.ABC in The Area of Eastern Indonesia. Measurement scale that is used in this research are leadermember exchange scale, adapted and translated from Liden and Maslyn (1998); psychological capital scale adapted and translated from Luthans (2007); and also motivation trait questionnaire adapted and translated from Heggstad and Kanfer (2000). Multiple Regression analysis that is conducted to 74 sales of micro business, shows that psychological capital and motivation are influence to employee's performance with score 51.4% ($R2 = 0.514$). Derived from Multiple regression analysis with step wise method, personal mastery and hope are most significant dimensions that is affected to the sales's performance. Accordingly, the coaching intervention was designed to increase personal mastery and hope of sales micro business that will ultimately impact to the incremental of sales performance in micro business at PT. ABC East Indonesia.