

**HUBUNGAN ANTARA KOMPETENSI KOMUNIKASI
DENGAN KINERJA PADA SALES MARKETING**

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ABSTRAK

Penelitian ini bertujuan untuk mencari hubungan antara kompetensi komunikasi dengan kinerja pada *sales marketing*. Hipotesis dalam penelitian ini adalah adanya hubungan positif antara kompetensi komunikasi dengan kinerja pada *sales marketing*. Subjek yang digunakan di dalam penelitian ini sebanyak 58 *sales marketing* berusia 27-57 tahun. Alat pengumpulan data menggunakan dua skala, yaitu skala kompetensi komunikasi dan skala kinerja. Skala kompetensi komunikasi berisi 30 item valid dengan nilai reliabilitas (α) sebesar 0,909. Sedangkan skala kinerja berisi 23 item yang valid dengan nilai reliabilitas (α) sebesar 0,859. Teknik pengujian hipotesis yang digunakan adalah teknik korelasi *Pearson Product Moment*. Hasil uji hipotesis menunjukkan nilai $r_{xy} = 0,405$ dan nilai probabilitas (p) = $0,001 < 0,05$ yang menunjukkan bahwa terdapat hubungan yang positif antara kompetensi komunikasi dengan kinerja pada *sales marketing*. Dengan demikian, hipotesis dalam penelitian ini diterima.

Kata kunci: kompetensi komunikasi, kinerja, *sales marketing*.

**CORRELATION BETWEEN COMMUNICATION COMPETENCY WITH
JOB PERFORMANCE OF SALES MARKETING**

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ABSTRACT

This reserach aimed to find out the correlation between communication competency with job performance of sales marketing. The hypothesis in this research was a positive correlation between communication competency with job performance of sales marketing. The subjects who were used in this research were 58 sales marketing at the age of 27-57 years old. The tools for collecting the data were using two scales, they were communication competency scale and job performance scale. Communication competency scale consisted of 30 valid items with value of reliability (α) of 0,909. Whereas job performance scale consisted of 23 valid items with value of reliability (α) of 0,859. Hypothesis test technique that was used in this research was correlation technique of Pearson Product Moment. The result of hypothesis test showed value of $r_{xy} = 0,405$ and value of probability (p) = $0,001 < 0,05$ which showed that there were positive correlation between communication competency with job performance of sales marketing. Therefore, the hypothesis in this research was accepted.

Keywords: communication competency, job performance, sales marketing.