

ABSTRAK

PENGARUH KOMPETENSI: *INTERPERSONAL SKILLS*, *SALESMANSHIP SKILLS*, DAN *TECHNICAL SKILLS* TERHADAP KINERJA TENAGA PENJUAL PADA SUZUKI MOBIL BANTUL YOGYAKARTA

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Penelitian ini dilakukan untuk mengetahui pengaruh kompetensi: *interpersonal skills*, *salesmanship skills*, dan *technical skills* secara parsial maupun simultan terhadap kinerja tenaga penjual pada Suzuki Indo Mobil Ring Road Selatan Bantul.

Penelitian ini merupakan penelitian *ex post facto*. Populasi dalam penelitian adalah seluruh karyawan di Suzuki Indo Mobil Ring Road Selatan Bantul sebanyak 40 karyawan. Penelitian ini merupakan penelitian populasi, sehingga seluruh populasi digunakan sebagai sampel dalam penelitian. Teknik pengumpulan data menggunakan kuesioner. Validitas menggunakan *korelasi product moment* dan reliabilitas menggunakan rumus *Alpha Cronbach*. Teknik analisis data menggunakan uji regresi sederhana dan berganda.

Hasil penelitian menunjukkan bahwa terdapat pengaruh kompetensi pada *interpersonal skills*, *salesmanship skills*, dan *technical skills* secara parsial dan simultan terhadap peningkatan kinerja tenaga penjual pada Suzuki Indo Mobil Ring Road Selatan Bantul. Hal ini dibuktikan dari nilai F_{hitung} lebih besar dari F_{tabel} ((29,605 > 2,839), dan nilai signifikansi lebih kecil dari 0,05 (0,000 < 0,05). Variabel *interpersonal skill*, *salesmanship skill*, dan *technical skill* sebesar 71,2%, sedangkan sisanya sebesar 28,8% dipengaruhi oleh faktor lainnya yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Interpersonal Skills*, *Salesmanship Skills*, *Technical Skills*, dan Kinerja Tenaga Penjual

ABSTRACT

***INFLUENCE OF COMPETENCE: INTERPERSONAL SKILLS, SALESMANSHIP SKILLS,
AND TECHNICAL SKILLS
ON THE PERFORMANCE OF SALESPEOPLE
IN SUZUKI MOBIL BANTUL
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This study was conducted to determine the effect of competencies: interpersonal skills, salesmanship skills, and technical skills partially or simultaneously on the performance of salespeople at the Suzuki Indo Mobil Ring Road South of Bantul.

This research is an ex post facto study. The population in the study were 40 employees at the Suzuki Indo South Ring Road Mobil Bantul. This research is a population research, so that all populations are used as samples in the study. The technique of collecting data using a questionnaire. Validity using product moment correlation and reliability using the Cronbach Alpha formula. Data analysis techniques using simple and multiple regression tests.

The results of the study indicate that there is a partially or simultaneous influence of competency on interpersonal skills, salesmanship skills and technical skills on improving sales force performance at the Suzuki Indo Mobil Ring Road South of Bantul. This is evidenced by the value of F_{count} greater than F_{table} ($29.605 > 2.839$), and the significance value is smaller than 0.05 ($0.000 < 0.05$). Variable interpersonal skills, salesmanship skills, and technical skills are 71.2%, while the remaining 28.8% is influenced by other factors not examined in this study.

Keywords: Interpersonal Skills, Salesmanship Skills, Technical Skills, and The Performance Of Salespeople