

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *knowledge sharing*, *customer orientation*, *adaptive selling capability* terhadap kinerja tenaga penjualan pada beberapa perusahaan otomotif di kota Semarang. Populasi didalam penelitian ini adalah seluruh tenaga penjual yang berkaitan dengan otomotif di kota Semarang. Sampel yang diambil untuk diteliti yaitu berjumlah 100. Sumber data yang digunakan antara lain data primer dan data sekunder. Metode pengumpulan data yang digunakan adalah kuisioner. Teknik analisis yang digunakan dalam penelitian ini adalah Regresi linier berganda dan uji sobel dengan uji sebelumnya oleh uji validitas, uji reliabilitas dan uji asumsi klasik. Penelitian yang dilakukan menghasilkan data yang menunjukkan bahwa (1) *Knowledge sharing* terbukti berpengaruh dan signifikan terhadap *Kinerja tenaga penjualan*. (2) *Customer orientation* terbukti berpengaruh dan signifikan terhadap kinerja tenaga penjualan. (3) *Adaptive selling capability* terbukti berpengaruh dan signifikan terhadap kinerja tenaga penjualan. (4) *Knowledge sharing* terbukti berpengaruh dan signifikan terhadap *adaptive selling capability*. (5) *Customer orientation* terbukti berpengaruh dan signifikan terhadap *adaptive selling capability*.

Kata kunci : *Knowledge sharing*, *Customer orientation*, *Adaptive selling capability*, Kinerja tenaga penjualan.

ABSTRACT

This study aims to analyze the effect of knowledge sharing, customer orientation, adaptive selling capability on the performance of salespeople in several automotive companies in Semarang. The population in this study are all salespeople who are related to automotive in Semarang city. Samples taken for research that numbered 100. Sources of data used include primary data and secondary data. The data collection method used was a questionnaire. The analysis technique used in this study is multiple linear regression and multiple tests with previous tests by the validity test, reliability test and classical assumption test. Research conducted produced data that showed that (1) Knowledge sharing proved to be influential and significant to the performance of salespeople, (2) Customer orientation proved to be influential and significant to the performance of salespeople. (3) Adaptive selling capability is proven to have an effect on and significant effect on sales force performance. (4) Knowledge sharing is proven to be influential and significant in adaptive selling capability. (5) Customer orientation is proven to be influential and significant to adaptive selling capability.

Keywords: Knowledge sharing, Customer orientation, Adaptive selling capability, Sales force performance.