

## ABSTRAK

Penelitian ini diimplementasikan untuk mengetahui nilai dan sifat pengaruh yang diberikan pada variabel *customer orientation* terhadap *sales performance*, *customer orientation* terhadap *adaptive selling*, *customer orientation* terhadap *salesmanship skill*, *adaptive selling* terhadap *sales performance*, *salesmanship skill* terhadap *sales performance*. Populasi pada penelitian ini adalah para salesman PT. Phapros, Tbk dengan jumlah sebanyak 150 orang. Metode pengambilan sampel pada penelitian ini adalah metode *purposive sampling* dengan jumlah yang ditentukan melalui kalkulasi rumus Slovin. Berdasarkan pada kalkulasi rumus Slovin peneliti memperoleh jumlah sampel ideal sebanyak 110 responden. Hasil analisis penelitian menunjukkan bahwa *Customer orientation* berpengaruh positif dan signifikan terhadap *sales performance*, *adaptive selling* dan *salesmanship skill*. *Adaptive selling* dan *salesmanship skill* berpengaruh positif dan signifikan terhadap *sales performance*.

**Kata Kunci:** *Customer Orientation, Adaptive Selling, Salesmanship Skill Sales Performance*



## ABSTRACT

*This study was implemented to determine the value and nature of the influence given to the variable customer orientation on sales performance, customer orientation on adaptive selling, customer orientation on salesmanship skills, adaptive selling on sales performance, salesmanship skills on sales performance. The population in this study were the salesmen of PT. Phapros, Tbk with a total of 150 people. The sampling method in this research is purposive sampling method with the amount determined through the calculation of the Slovin formula. Based on the calculation of the Slovin formula, the researcher obtained the ideal sample size of 110 respondents. The results of the research analysis show that customer orientation has a positive and significant effect on sales performance, adaptive selling and salesmanship skills. Adaptive selling and salesmanship skills have a positive and significant effect on sales performance*

**Keywords:** *Customer Orientation, Adaptive Selling, Salesmanship Skill Sales Performance*

