

**EMOTIONAL INTELLIGENCE AS A FACTOR INFLUENCING
SALES PERSONS PERFORMANCE IN INDONESIA**

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Emotional Intelligence as Factor Influencing Sales Persons Performance in Indonesia

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ABSTRACT

This study discusses mainly about factor influencing sales performance especially in medical organization. This study aims to develop an understanding of the role of Emotional Intelligence in the work place setting especially in the business environment. Ninety three questionnaires were returned to which descriptive statistics was used to verify the demographic variables of the participants. Pearson correlation was conducted on the independent variable which is (emotional intelligence) and dependent variables (sale performance). The results revealed that there was a significant relationship between emotional intelligence and sale persons' performance. Therefore, the result of this study contributed to need for developing training intervention based on emotional intelligence model, and finally more recommendations were also being discussed.

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2.3.2	Emotional Intelligence in the Workplace	13
2.4	Relationship between EI and Salespersons Performance	18
2.5	Gender Differences	21
2.6	Age Differences	23
2.7	Summary	23

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	24
3.2	Research Design	24
3.3	Population	24
3.4	Sample of the study	25
3.5	Measurements	26
3.6	Data Collection Procedure	26
3.7	Analysis of Data	27
3.8	Summary	27

CHAPTER 4: FINDINGS

4.1	Introduction	28
4.2	Overview of Data Collected	28
4.3	Demographic Profile of Respondents	28
4.4	Statistical Analysis	31
4.5	Summary	37

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1	Introduction	38
5.2	Discussion	38
5.3	Findings	40
5.4	Implication of Study	42

5.5	Limitation of the Study	43
5.6	Recommendation of Future Research	43
5.7	Summary	44
	REFERENCES	46

APPENDICES

	Appendix 1: Questionnaire	55
	Appendix 2: Reliability Results	62
	Appendix 3: Descriptive Statistics Results	63
	Appendix 4: Group Statistics	65
	Appendix 5: ANOVA	66
	Appendix 6: Correlations	66

LIST OF TABLES

Table 4.1	Gender of Respondents	29
Table 4.2	Age of Respondents	29
Table 4.3	Marital Status of Respondents	30
Table 4.4	The Work Experience of Respondents	31
Table 4.5	Reliability Coefficient of Variables	32
Table 4.6	Descriptive Statistics of Variables	33
Table 4.7	Group Statistics	34
Table 4.8	T-Test Result	34
Table 4.9	One Way ANOVA	35
Table 4.10	Correlations between Variables	36
Table 4.11	Summary of All Hypotheses	37

LIST OF FIGURES

Figure 2.1	Research Framework	4
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CHAPTER ONE

1.1 Introduction

Organizations from both public and private sectors have to identify effective measures in managing challenges coherence with the complex working scenario. The needs for sales people with aggressive advantages ensure the success of sales in this highly competitive market. (Sojka and Deeter-Schmelz,2002). Thus identify performance as a key index for the success of individuals in their work. In which it considers the calculated output rate of an individual as well as evaluation of success rate by comparing to the organizational expectation (Kazemi and Abbas, 2002). To sum up the points above, definition of human performance can be stated as a result of planned actions in achieving a specific standard of goal.

A method is required in assisting sales organization in identifying and screening potential candidates for sales performance, which importantly contribute in the success of hiring practices and leadership development program. Sales skills have been acknowledged as the major key individual – level determinants that contribute to a salesperson performance surpassing all other factors. (Basir, Ahmad, and Kitchen, 2010; Churchill, Ford, Hartley, and Walker, 1985; Churchill et al., 2000). Nevertheless, the other factors are taken into consideration as supplementary factors in enhancing a deeper understanding of sales performance.

Van Roony, Viswesvaran and Pluta (2005), identify emotional intelligence as the most common discussed concept in sales research literature in which it was stated as being able to assist in the identification and prediction of sales performance success. The definitions for emotion intelligent are varied but it is often define as perceiving, interpreting, and reacting to emotions (Goleman,

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