

ABSTRACT

The company always sets sales targets to salesman, this is one way to ensure that the company has good performance. But in practice the performance of each sales classified as not good. This affects the achievement of targets given to sales. Therefore, it is necessary to identify how to improve sales performance. Based on previous research, the factors that influence performance are skill and knowledge. This research was conducted to find out how much influence the skills and knowledge of sales performance results at PT. XYZ. The analytical method used in this research is the Pearson Correlation. The data of this study involved the stakeholders of PT. XYZ are the Head of Business Unit and Head of Sales Unit and 53 sales who thorough the performance. The results of this research indicated that skills and knowledge have a strong relationship to performance value are 0.785 and 0.680. The next analysis uses partial correlation which aims to measure the relationship between variables whether there are control variables or not, then the cross tabulation test is used to determine the relationship between the main variables (skills, knowledge, and performance) to other variables (education level and sales gender). The output are proposals serve as a means and infrastructure to improve sales quality in terms of their skills and knowledge in working and improve the performance of PT. XYZ to better quality.

Keywords: Employee performance, Pearson Correlation, Partial Correlation, Cross Tabulation Test, Skill, Knowledge, Sales