

ABSTRACT

THE INFLUENCE OF EMPLOYEE CHARACTERISTICS, LEADERSHIP AND COMMUNICATION TO THE SALES FORCE PERFORMANCE OF PT. AIG LIPPO

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This research is intended to know the influence of the employee characteristics, leadership and communication and analyse which is of the most influence variable between employee characteristics, leadership, and communication to the sales force performance of PT. AIG LIPPO

The research method used is quantitative population and the sample is the whole sales force (56 employees). The free variables of the research are employee characteristics, leadership and communication : The tied variable of the research uses the multiple linear regression with dummy variable.

The result of this research into the sales force of PT AIG LIPPO, indicate that employee characteristic, leadership and communication all have a major influence on the sales force performance. The results show that H_0 is rejected, and therefore H_a is accepted. The partial test shows that the variables with the least significant influence on performance are the age variables 26-33 years old category, the 42-49 years old category, and above 50 years old category, gender variable, educational variables lower than Senior High School category, educational variable Senior High School category, status variable, a period of work of 2-4 years and the communication variable.

Whereas, the variable with the most significant influence are the age variable within 34-41 years old category, period of work of less than 1 year variable, period of work more than 8 years category, S2 educational variable, self leadership variable to the wok force. Based on beta values, the variable with the most dominant influence on work performance is the work period of less than one year. This has a larger beta value than any other variable if we ignore the positive and negative signs. Negative signs show the dominant influence degrades performance. The positive sign is the self leadership variable. The positive sign show the dominant influence that increases performance.

Keyword : employee characteristics, leadership, communication, performance.