

ABSTRACT

The Influence of a Stage Career Perception, The Perception of Target Assignment, Team of Work and Age on The Work of The Sales of PT. Cipta Surabaya

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Every organization has a goal to reach. The same as company's goal which want to get something had been planned before. Environment always changes and develops, it demands company to adapt itself with the changing happened. The employee problem like lowering its employees performance. The increasing of employees performance will give the advantage for company conversely lower the employees performance will bring the loss because core business every company oriented advantage.

PT. Cipta Surabaya is one of the banking and communication agency which sells banking and post-paid card of communication package product. In selling the banking and post-paid card package product the agency needs sales that have high performance.

This research target is to know any kind of factor which influence the performance of sales especially perception of career ladder, perception of goals stipulating, year of work and age sales.

This research use the method analysis the multiple linear regression because entangling four predictor that is perception of goals stipulating, year of service and age sales to its performance. Result of this research is :

- A. Equation $Y = -21,760 + 6,613 X_1 + 7,569 X_2 + 1,633 X_3 + 0,095 X_4$.
- B. Multiple Coefficient determines (R^2) or R squared = 0,67.
- C. Multiple Correlation coefficient (R) = 0,821
- D. Variable perception of career ladder, goals stipulating, year of service and age together of equal having influence which significant to sales performance.
- E. Perception career of ladder is dominant.

Keywords: Performance, perception of career ladder and perception of goals stipulating