

## ABSTRAK

Kinerja distributor merupakan hal yang sangat penting bagi perusahaan yang menjual produknya secara *direct selling*. Untuk tujuan penelitian ini maka *distributor performance* didefinisikan menjadi pencapaian distributor berupa kuantitas penjualan yang dinilai dengan poin, lalu kualitas hubungan distributor dengan pelanggan mereka serta pengetahuan yang dimiliki distributor mengenai produk, perusahaan, serta kompetitor. Distributor dalam hal ini tidak hanya bekerja sebagai *salesperson* dalam organisasi, namun juga memiliki fungsi lain sebagai pembangun jaringan sehingga bisnis di NuSkin Entreprises Inc. dapat berkembang. Kinerja distributor tidak hanya diukur berdasarkan volume penjualan namun juga pengembangan jaringan yang dilakukan oleh distributor tersebut. Akan dibahas dalam penelitian ini bagaimana variabel eksogen seperti *time pressure*, *creative mindset*, *transformational leadership*, *transactional leadership*, memengaruhi *distributor performance* melalui *self efficacy*.

Pada penelitian ini bertujuan untuk mengetahui pengaruh *time pressure*, *creative mindset*, *transformational leadership*, *transactional leadership* terhadap *self efficacy* dan *distributor performance* pada distributor NuSkin Entreprises di Indonesia. Responden berjumlah 126 distributor. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis yang digunakan yaitu analisis jalur (*path analysis*) dengan pengolahan data berbasis software *WarpPLS*. Berdasarkan hasil penelitian menyatakan bahwa *time pressure* tidak berpengaruh signifikan terhadap *distributor performance*, *creative mindset* tidak berpengaruh signifikan terhadap *distributor performance*, *transformational leadership* berpengaruh signifikan terhadap *distributor performance*, *transactional leadership* berpengaruh signifikan terhadap *distributor performance*, *time pressure* berpengaruh signifikan terhadap *self efficacy*, *creative mindset* tidak berpengaruh signifikan terhadap *self efficacy*, *transformational leadership* berpengaruh signifikan terhadap *self efficacy*, *transactional leadership* tidak berpengaruh signifikan terhadap *self efficacy*, dan *self efficacy* berpengaruh signifikan terhadap *distributor performance*.

**Kata kunci :** *distributor performance*, *self efficacy*, *time pressure*, *creative mindset*, *transformational leadership*, *transactional leadership*

## ABSTRACT

Distributor performance is very important for companies that sell their products in direct selling. For the purpose of this study, distributor performance is defined as the achievement of distributors in the form of sales quantities that are valued by points, then the quality of distributor relations with their customers and the knowledge that distributors have about products, companies, and competitors. Distributors in this case do not only work as salespersons in organizations, but also have other functions as network builders so businesses at NuSkin Entreprises Inc. can develop. Distributor performance is not only measured based on sales volume but also network development carried out by the distributor. This study will discuss how exogenous variables such as time pressure, creative mindset, transformational leadership, transactional leadership, influence distributor performance through self efficacy.

In this study aims to determine the effect of time pressure, creative mindset, transformational leadership, transactional leadership on self efficacy and distributor performance on NuSkin Entrepreneurs distributors in Indonesia. Respondents numbered 126 distributors. This research uses a quantitative approach with the analytical technique used, namely path analysis with data processing based on WarpPLS software. Based on the results of the study stated that time pressure has no significant effect on distributor performance, creative mindset does not significantly influence distributor performance, transformational leadership has a significant effect on distributor performance, transactional leadership has a significant effect on distributor performance, time pressure has a significant effect on self efficacy, not creative mindset significant effect on self efficacy, transformational leadership has a significant effect on self efficacy, transactional leadership has no significant effect on self efficacy, and self efficacy has a significant effect on distributor performance.

**Keywords: distributor performance, self efficacy, time pressure, creative mindset, transformational leadership, transactional leadership**