SUMMARY

DJONI. Analysis Factors Affecting of Sales Performance in PT Srirara Kanaka Pratama (Case study in Indonesia Moorlife Sales Force in Jabodetabek). Supervised by Rina Oktaviani and Kirbrandoko.

In the global business, direct selling industry is a very big industry. In 2013, total sales of direct selling company incorporated in WDFSA reached more than US $ 178 billion, with more 96 million people distributors (sales forces) independence work for this business around the world. Direct selling industry is very important, because it is part of a growing sector of small and medium enterprises, especially in creating alternative jobs.

Considering the importance of the direct selling industry, especially to creating alternative jobs, the aim of this study is to identify and analyze the main factors that influence of sales performance in PT SKP in Jabodetabek area and to formulate managerial implications of its.

In analyzing the data in this study uses descriptive analysis to describe the characteristics of respondents, and then identify the factors that influence of sales performance in PT SKP with multiple linear regression analysis. The number of respondents of this study is 60 peoples (leaders 30, master 15, entrepreneur 10, and head 5).

The results of this thesis showed that the respondents influence of sales performance in PT SKP Jabodetabek area the majority are woman with bachelor degree background, most of them are housewife, they are above 30 years old. Beside it, most of them have cooking passion, but the majority just join with PT SKP around more than sixth months ago. However, most of them already made a purchase of more than four times within a month with the achievement of product sales around 10 million to more than 200 million rupiah. The majority of respondents join with PT SKP because the welfare and interesting facility. The majority respondents said that price of product of PT SKP equivalent with quality products and they usually charge the spare time using social media to selling or offering the products to others people.

From the end results of this thesis shows that main factors influence of sales performance in PT SKP is an incentive and the product gift program. Satisfaction warranty and training were not affected the sales performance in PT SKP. The managerial implication which will be taken by PT SKP to improve the sales performance of their members, such as give more interesting and challenging incentives, give more intensive and effective training for increase the sales performance. In the product gift program, PT SKP will provide the interesting new products and collectible products and attracted to be owned more than one piece.

Keyword: direct selling, multiple linear regression, sales performance