PERANCANGAN PENILAIAN KINERJA TENAGA PENJUAL MENGGUNAKAN METODE *BEHAVIORALLY ANCHORED RATING SCALE* PADA PT SARI MAKMUR SANJAYA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk perancangan penilaian kinerja tim tenaga penjual pada PT Sari Makmur Sanjaya menggunakan metode *Behaviorally Anchored Rating Scale* (BARS). Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data diperoleh dari hasil wawancara terhadap sampel yang telah dipilih. Berdasarkan hasil penelitian tersebut, dapat dijadikan kriteria untuk melakukan penilaian kinerja di PT Sari Makmur Sanjaya menggunakan metode *Behaviorally Anchored Rating Scale* (BARS). Secara keseluruhan dari hasil penelitian, disimpulkan bahwa pelaksanaan penilaian kinerja tim tenaga penjual menggunakan metode *Behaviorally Anchored Rating Scale* (BARS) dengan 6 kriteria yaitu: kualitas, kuantitas, ketepatan waktu, efektivitas, kemandirian, dan komitmen. Metode ini menggunakan 5 nilai yaitu: 1 dikategorikan kurang, 2 dikategorikan cukup, 3 dikategorikan standar, 4 dikategorikan baik, dan 5 dikategorikan sangat baik.

Kata Kunci : *Penilaian Kinerja*

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DESIGN OF SELLER PERFORMANCE ASSESSMENT USING THE BEHAVIORALLY ANCHORED RATING SCALE METHOD AT PT SARI MAKMUR SANJAYA YOGYAKARTA

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Abstract

This study aims to design a performance appraisal of the sales force team at PT Sari Makmur Sanjaya using the Behaviorally Anchored Rating Scale (BARS) method. This study used descriptive qualitative method. Data collection techniques were obtained from interviews with selected samples. Based on the results of this study, it can be used as a criterion for evaluating performance at PT Sari Makmur Sanjaya using the Behaviorally Anchored Rating Scale (BARS) method. Overall, from the results of the study, it was concluded that the performance appraisal of the salesperson team used the Behaviorally Anchored Rating Scale (BARS) method with 6 criteria including: quality, quantity, timeliness, effectiveness, independence, and commitment. This method uses 5 values including: 1 is categorized as less, 2 is categorized as sufficient, 3 is categorized as standard, 4 is categorized as good, and 5 is categorized as very good.

Keywords : Performance Assessmen