

EVALUASI KINERJA TENAGA PENJUALAN PADA ASTRA MOTOR GODEAN SLEMAN YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui evaluasi kinerja tenaga penjualan pada Astra Motor Godean Sleman Yogyakarta. Kinerja adalah gambaran mengenai tingkat pencapaian pelaksanaan suatu program kegiatan atau kebijakan dalam menunjukkan sasaran, visi dan misi organisasi yang dituangkan melalui perencanaan strategi suatu organisasi. Tenaga penjualan adalah pemasaran produk atau jasa dimana penjual bertemu dengan pembeli untuk menjajaki prospek peluang pembelian. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan kuantitatif. Teknik pengambilan data melalui observasi yaitu kegiatan pengumpulan data dengan melakukan penelitian langsung terhadap lingkungan objek penelitian, sehingga didapat gambaran secara jelas tentang kondisi objek penelitian tersebut dan menggunakan metode wawancara yaitu pengumpulan data dengan cara melakukan tanya jawab langsung kepada tenaga penjualan *salesman* dan *sales counter*. Penelitian ini mengukur ukuran tenaga penjualan. Adapun beberapa indikator yang digunakan untuk mengetahui ukuran tenaga penjualan adalah 1) wilayah pangsa pasar, 2) kuota, 3) biaya rata-rata perkunjungan, 4) kunjungan perhari, 5) rasio biaya perkunjungan, 6) rasio kunjungan pesanan, 7) jumlah pesanan wiraniaga. Hasil penelitian ini menunjukkan hasil evaluasi kinerja tenaga penjualan pada Astra Motor Godean Sleman Yogyakarta dengan data catatan penjualan bulanan target dan realisasi selama periode bulan Januari 2019 sampai dengan April 2019 belum mampu mencapai target penjualan, karena masih mengalami penurunan penjualan target pribadi *salesman* di bulan Februari. Total jumlah *salesman* yang tidak mencapai target 21 orang *salesman*, dan total jumlah yang mencapai target penjualan jumlah 2 orang *salesman*. Evaluasi dilakukan untuk meningkatkan kinerja tenaga penjualan dan mencapai target tenaga penjualan.

Kata Kunci: *Evaluasi Kinerja Tenaga Penjualan*

SALES PERFORMANCE EVALUATION IN ASTRA MOTOR GODEAN SLEMAN YOGYAKARTA

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Abstract

This study aimed to determine the performance evaluation of salespeople at Astra Motor Godean Sleman Yogyakarta. Performance is a picture of the level of achievement of the implementation of a program of activities or policies in showing the goals, vision and mission of the organization as outlined through an organization's strategic planning. Sales force is the marketing of a product or service where the seller meets with the buyer to explore the prospect of a buying opportunity. The research method used was descriptive qualitative with quantitative. The technique of collecting data through observation was data collection activities by conducting direct research on the environment of the object of research, so that a clear picture of the condition of the object of the research was obtained and the interview was collecting data by conducting question and answer directly to salesman salespeople and sales counters. The size of the sales force was to control or supervise the sales department in determining sales tasks and activities. The several indicators used to determine the size of the sales force were 1) the market share area, 2) quota, 3) the average cost of visits, 4) visits per day, 5) the ratio of visit costs, 6) the ratio of visits to orders, 7) the number of orders sales force. The results of this study indicated that the results of the performance evaluation of salespeople at Astra Motor Godean Sleman Yogyakarta with target monthly sales record data and realization during the period January 2019 to April 2019 had not been able to reach the sales target, because it still experienced a decline in personal sales target salesman in February by sales target of 264 units of motorcycles with the realization of sales was 217 units of motorcycles, and the total number that did not reach the target was 21 salesmen, and the total number of sales targets that reached the number was 2 salesmen. Evaluations were carried out to improve sales force performance and achieve sales force targets.

Keywords: Sales Force Performance Evaluation