

Performance Analysis of Retail Salesmen at Pt. Surya Madistrindo Area Office Palu

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ABSTRACT

This research was conducted at the office of PT Surya Madistrindo Area Office Palu; it aims to determine the Retail Salesman's performance of PT Surya Madistrindo Area Office Palu. The researcher took the entire Salesman Retail PT Surya Madistrindo Area Office Palu, totaling 22 respondents for the population and sample. This study uses primary data taken by distributing questionnaires to all 22 respondents using a census. While the analysis used is descriptive qualitative processed using percentages, qualitative data will be described by words or sentences separated according to categories to obtain conclusions. From the results of the analysis that the researchers conducted, it can be seen that the performance of the Retail Salesman of PT Surya Madistrindo Area Office Palu is at a relatively good level, this is in all research variables, namely Knowledge About Work, Quality of Work, Productivity, Adaptation, Initiatives, and Problem Solving, Cooperation, Responsibility and Ability in Communicating and Interacting. Based on the established assessment criteria, it can be concluded that the Performance Analysis of the Retail Salesman of PT Surya Madistrindo Area Office Palu is quite good. Things that can be recommended in this study such as organizational management, which only emphasizes the procedural approach, but must be refined through changes in vision and mission, techniques, strategies, and operational activities to create excellent teamwork, work relationships based on a participatory approach and workgroups (collaboration).) to achieve the organizational mission that is efficient, effective and towards a better direction.

Keywords - Supervision, Discipline of Retail Salesmen

INTRODUCTION

PT Surya Madistrindo, as the Sales Directorate of PT Gudang Garam Tbk, is legally the only distributor of products from PT Gudang Garam Tbk in Indonesia, where PT Gudang Garam Tbk owns 100% - 1 share (1). PT Surya Madistrindo, in addition to playing a role in Place activities (distribution), also plays a role in Promotion activities. The place is how to ensure consumers get cigarettes quickly at the right price and ready for consumption. At the same time, Promotion is how to manage promotional activities, especially those directly related to maximum sales activities. A salesman is the spearhead of PT Surya Madistrindo in realizing the Place and Promotion function through product distribution activities to the market and execution of Field Marketing activities so that the Marketing function of PT Gudang Garam Tbk as a whole can run well. Without a salesperson, all kinds of marketing activities from production to consumption will not go well. In the exercise of distributing products to the market, salespeople do not only act as couriers or builders but also to fulfill and create consumer needs and desires (2).

Performance emphasizes what is produced from the functions of a job or what comes out (out-come) (3). If we look further, what happens in a job is a process that processes input into an output. The use of key indicators to measure individual performance results, sourced from functions translated into activities/actions based on clear and written standards. Considering that performance contains components of competence and productivity of products, performance results are highly dependent on the level of individual ability to achieve them, especially organizational goals (4).

Performance appraisal is an activity carried out by appraiser management to assess employee performance by comparing performance on performance with job descriptions/descriptions within a certain period, usually at the end of each year. This activity is intended to measure each workforce's performance in developing work quality, further coaching, corrective action for work that does not match the job description, and purposes related to other labor issues. While the phenomenon of retail salespeople's performance in the PT Surya Madistrindo AO Palubelum office environment is as expected. Several factors generally influence the problems in the performance of retail salespeople. Performance improvement needs to be done with the hope of achieving goals by the mission of the organization. Therefore, this study was conducted to analyze the performance of retail salespeople of PT Surya Madistrindo AO Palu; then, the relationship will be further examined with several factors that affect the performance of salesman retail PT Surya Madistrindo AO Palu. Factors that affect salesman retail performance consist of external and internal factors. External factors come from the organization's work environment, namely work facilities, organizational structure, and social relations between colleagues—meanwhile, internal factors come from individual behavior, namely workability, motivation, and discipline.

METHODOLOGY

The analysis conducted by the author in this study is by using a qualitative descriptive way (describing and describing) the performance of the salesman retail. After the required data is obtained, then the data will be processed qualitatively. Furthermore, the information is collected, and the story is classified in the form of percentage tables and explanations, then the results of this discussion are formulated with a conclusion. The data obtained were presented in a descriptive-analytical manner, namely an analysis described or told based on the existing facts in the field. The percentage formula used refers to the opinion expressed by (Suharsimi Arikunto, 1992: 33) as follows:

$$P = \frac{f}{N} \times 100\%$$

Information:

P = percentage of alternative answers

F = Frequency of respondent's answer

N = Number of Respondents

100% = Percentage

After finding the percentage, then interpreted with a qualitative sentence.

RESULT & DISCUSSION

Performance Analysis of Salesmen of PT Surya Madistrindo Area Office Palud in terms of the Aspects of Knowledge About Work

Table 1. Respondents' responses about knowledge in understanding Assigned job

No	Responses	Total	Persentase (%)
1	Very Good	2	9%
2	Good	4	18%
3	Pretty Baik	8	36%
4	Not Good	7	32%
5	Not Very Good	1	5%
Total		22	100%

The description of the analysis of the performance of the Salesman of PT Surya Madistrindo Area Office Palu in terms of the aspect of knowledge about the job can be seen from the responses of research respondents. For more details, see the following table. Based on table 1, it can be seen that the responses of respondents who answered "Very Good" were two people (9%), respondents who answered "Good" were four people (18%), who replied "Good Enough" as many as eight people (36%) , who answered "Not Good" as many as seven people (32%), and respondents who answered "Very Not Good" only one person (5%). The results showed that the respondents were more dominant in answering quite well as many as eight people (36%).

Performance Analysis of Retail Salesmen of PT Surya Madistrindo AO Palu in terms of quality aspects of work

Table 2. Respondents' responses regarding the accuracy of the Retail Salesman in doing work

No	Responses	Total	Persentase (%)
1	Very Good	3	14%
2	Good	6	27%
3	Pretty Baik	5	23%
4	Not Good	8	36%
5	Not Very Good	0	0%
Total		22	100%

The description of employees' performance analysis at the Karimun Regency Education Office in terms of the quality of work can be seen in table 2. Based on the table above, it can be seen that the responses of respondents who answered "Very Good" were three people (14%), respondents who answered "Good" were six people (27%), who replied "Good Enough" as many as five people (23%). Eight people answered "Not Good" (36%), and no respondent answered "Very Bad" (0%). The result of the research shows that there are eight respondents (36%) who responded severely. Thus it can be analyzed that the lack of accuracy of Salesmanretail in doing work so that there are still errors that occur when doing work.

Analysis of the Performance of the Salesman Retail PT Surya Madistrindo Area Office Palu in terms of the Productivity Aspect

Table 3. Respondents' responses about completing tasks on time

No	Responses	Total	Persentase (%)
1	Very Good	3	14%
2	Good	5	23%
3	Pretty Baik	6	27%
4	Not Good	8	36%
5	Not Very Good	0	0%
Total		22	100%

As for the analysis of the performance analysis of the Salesman Retail PT Surya Madistrindo Area Office Palu in terms of productivity, it can be seen from the responses of research respondents. For more details, see table 3. Based on the table above, it can be seen that the responses of respondents who answered "Very Accurate" were three people (14%), respondents who answered "Exactly" were five people (23%), who replied, "Quite right" were six people (27%), then respondents eight people who answered "Inaccurate" (36%), and respondents who answered "Very Inaccurate" (0%). The research results show that more dominant respondents who answered incorrectly were as many as eight people (36%) from 22 respondents. Thus it can be analyzed that there are still some Salesmanretails who have not been able to complete the task on time, so the work is not completed on time, and the result is rushed because the time given has passed the predetermined limit.

Analysis of Salesman Performance for PT Surya Madistrindo Area Office Palu in terms of Adaptation Aspects

Table 4. Respondents' responses about adjusting to all changes in the work environment suddenly

No	Responses	Total	Persentase (%)
1	Very Good	5	23%
2	Good	4	18%
3	Pretty Baik	5	23%
4	Not Good	8	36%
5	Not Very Good	0	0%
Total		22	100%

As for the description of the analysis of the Salesman Retail PT Surya Madistrindo Area Office Palu's performance in terms of adaptation aspects, it can be seen from the responses of research respondents. For more details, see table 4. Based on the table above, it can be seen that the responses of respondents who answered "Very Good" were five people (23%), who replied "Good" as many as four people (18%), respondents who said "Good Enough" were five people (23%), than respondents who said "Not Good" were eight people (36%), and respondents who answered "Very Not Good" (0%). The results showed that the respondents who responded not good were more dominant, namely as many as eight people (36%) of 22 respondents. Thus it can be analyzed that the retail salesman feels burdened by all changes to the standard operating procedures (SOP) of work.

Salesman Performance Analysis of PT Surya Madistrindo Area Office Palu in terms of the Aspects of Initiative and Problem Solving with innovative ideas

Table 5. Respondents' responses about initiatives in giving

No	Responses	Total	Persentase (%)
1	Very Good	2	9%
2	Good	10	45%
3	Pretty Baik	6	27%
4	Not Good	4	18%
5	Not Very Good	0	0%
Total		22	100%

The description of the Retail Salesman analysis of PT Surya Madistrindo Area Office Palu in terms of Initiative and Problem Solving aspects, can be seen from the responses of research respondents. For more details, see table 5. Based on table 5, it can be seen that overall the responses of respondents who answered "Very Good" were two people (9%), respondents who answered "Good" were ten people (45%), respondents who replied, "Good Enough" were six people (27%). Four respondents answered "Not Good" (18%), and 0 respondents who answered "Very Bad" (0%). The results showed that ten people (45%) who responded well were more dominant than 22 respondents. Thus it can be analyzed that Salesman can provide good innovative ideas to accelerate the achievement of goals.

Analysis of Salesman Performance for PT Surya Madistrindo Area Office Palu in terms of the aspect of cooperation

Table 6. Respondents' responses regarding maintaining an effective working relationship

No	Responses	Total	Persentase (%)
1	Very Good	2	9%
2	Good	10	45%
3	Pretty Baik	6	27%
4	Not Good	4	18%
5	Not Very Good	0	0%
Total		22	100%

As for the description of the analysis of the performance analysis of the Salesman Retail PT Surya Madistrindo Area Office Palu in terms of the aspect of cooperation, it can be seen from the responses of research respondents. For more details, see table 6. Based on table 6, it can be seen that the responses of respondents who answered "Very Good" were two people (9%), ten people who answered "Good" (45%), six people who answered "Good Enough,," than respondents who answered "Not Good" were four people (18%), and respondents who answered "Very Bad" (0%). The results showed that ten people (45%) who responded well were more dominant than 22 respondents. Thus it can be analyzed that the level of cooperation that has been established is right, either with superiors or fellow salespeople. There are no differences of opinion and misunderstanding at work.

Performance Analysis of the Salesman Retail PT Surya Madistrindo Area Office Palu in terms of the Aspect of Responsibility

Table 7. Respondents' responses regarding timely attendance

No	Responses	Total	Persentase (%)
1	Very Good	3	14%
2	Good	6	27%
3	Pretty Baik	9	41%
4	Not Good	4	18%
5	Not Very Good	0	0%
Total		22	100%

As for the analysis of the Retail Salesman of PT Surya Madistrindo Area Office Palu's performance analysis in terms of the aspect of responsibility, it can be seen from the responses of research respondents. For more details, see table 7. Based on table 7, it can be seen that the responses of respondents who answered "Very Good" were three people (14%), respondents who answered "Good" were six people (27%), respondents who answered "Good Enough" were nine people (41%), than respondents who answered "Not Good" were four people (18%), and respondents who answered "Very Bad" were 0 people (0%). The results showed that nine people (41%) of 22 respondents who responded quite well were more dominant. Thus it can be analyzed that the presence of the Salesman retail when working hours are starting to be quite good, the Salesman retail starts arriving on time. This is in line with the observation that the Salesmen came before 08:00 WITA and attended the morning briefing.

Analysis of Salesman Performance for PT Surya Madistrindo Area Office Palu in terms of the aspect of ability to communicate and interact

Table 8. Respondents' responses regarding the ability to communicate clearly, verbally or in writing

No	Responses	Total	Persentase (%)
1	Very Good	3	14%
2	Good	4	18%
3	Pretty Baik	9	41%
4	Not Good	6	27%
5	Not Very Good	0	0%
Total		22	100%

As for the description of the analysis of the performance of the Salesman Retail PT Surya Madistrindo Area Office Palu in terms of the ability to communicate and interact, it can be seen from the responses of research respondents, based on table 8 data, it can be seen that the reactions who answered "Very Good" were three people (14%), respondents who answered "Good" were four people (18%), respondents who replied, "Good Enough" were nine people (41%). Respondents who answered "Not Good" were six people (27%), and respondents who answered "Very Bad" (0%). The research results show that nine people (41%) of 22 respondents who responded quite well were more dominant. Thus it can be analyzed that Salesman retail in communicating has been exceptionally well established. This

can be seen from employee communication, which is relatively straightforward, verbally, and in writing, creating good cooperation. It is better if Salesmanretail is better able to communicate so that better cooperation can be made (5).

Based on the explanations of the eight (8) indicators described above, then the authors make a recapitulation table of the Salesman Retail Performance Analysis of PT Surya Madistrindo Area Office Palus as follows:

It can be seen that the recapitulation of respondents' responses from the results of a research questionnaire regarding the Performance Analysis of Salesman Retail PT Surya Madistrindo Area Office Palubahwa: 1) Knowledge of Work. It can be seen that knowledge about work is quite good, which is 38%. Thus, the Salesmanretail can carry out the tasks given, either by using the equipment or information that can support the achievement of the company's goals. 2) Quality of work. It can be seen that the quality of work is stated below, which is 42%. Thus, the lack of a Salesmanretail's level of accuracy in carrying out the task, causing the resulting quality not to match the desired target. 3) Productivity (6).

Thus the Salesmanretail has not been optimal in carrying out tasks as efficiently as possible; this has a very negative impact on the length of time to complete work (7). 4) Adaptation. Based on the recapitulation of respondents' responses in table 5: 43, it can be seen that the adaptation of employees is stated to be low, namely by 31%. Thus, the Salesmanretail cannot adjust to sudden changes in his work environment, be it in the form of new rules or information and briefs that they have not mastered because the Salesmanretail needs time to adjust to provide better results. 5) Initiative and problem-solving. Thus the Salesmanretail can anticipate and solve problems that may occur in the future. 6) Cooperation. Where the Salesmanretail and superiors have carried out practical cooperation, and the association carried out has a positive effect on work results. Because the Salesmanretail can work together in completing any given task. 7) Responsibility. Where the Salesmanretail can appreciate working hours and discipline in carrying out tasks, this will undoubtedly affect work results. 8) Ability to communicate and interact. Where Salesmanretail can communicate clearly and precisely orally and in writing, thus simplifying the work process.

So the overall accumulation of the Salesman Retail Performance of PT Surya Madistrindo Area Office Palu from 8 indicators, three indicators have not been carried out correctly. Thus, it can be seen that the Performance of SalesmanRetail PT Surya Madistrindo Area Office Palu is quite good.

CONCLUSIONS

From the results of the research analysis that the researcher has described above, the following conclusions can be drawn: Performance Analysis of Salesman Retail Performance of PT Surya Madistrindo Area Office Palu which consists of 8 indicators, namely Knowledge of Work, Quality of Work, Productivity, Adaptation, Initiatives, and Problem Solving, Cooperation, Responsibility and Ability to Communicate and Interact. So, based on the established assessment criteria, it can be concluded that the Salesman Retail Performance Analysis of PT Surya Madistrindo Area Office Palu is quite good.

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