

ABSTRACT

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“MANAGING FRONTLINE EMPLOYEE PERFORMANCE THROUGH COACHING IN PT DANAMON INDONESIA: DOES SELLING EXPERIENCE MATTER?”

(xi + 121 pages; 12 figures; 21 tables)

The objectives to be proved in this research are: to evaluate whether managerial coaching positively influences salesperson sales performance whether managerial coaching positively influence salesperson behavioural performance, sales person behavioural performance positively affects sales performance, how career stage will moderate relationship between managerial coaching and sales performance. This research will be held in Bank Danamon Indonesia branch Karawaci, Tangerang. Bank Danamon Indonesia Karawaci branch is located at Ruko Pinangsia Blok M-10, Lippo Karawaci Tangerang. Bank Danamon Indonesia Karawaci branch was chosen because this bank is one of the major and well-known banks in Indonesia and has conducted regular program coaching for Bank Danamon Indonesia employees. Respondents who are subject of research will be limited respondents in this study were employees of Bank Danamon Indonesia Karawaci branch who are employees in the frontline employee field and sales people who receive some regular coaching programs. Technique analysis used are Smart PLS 3.0. Based on research that has been done in Danamon Bank the conclusions that can be drawn are as follows coaching significantly influenced behavioural performance, coaching significantly influenced sales performance, and behavioural performance significantly influenced sales performance, but career stage can't moderate relationship between managerial coaching and sales performance.

References: 83 references

Keywords: coaching, employee performance, performance behaviour, sales performance, sales and frontline employee