

TABLE OF CONTENTS

TITLE	
STATEMENT OF ORIGINALITY THESIS	
AGREEMENT OF MENTORING GUIDANCE FOR THESIS	
THESIS EXAMINING COMMITTEE	
ABSTRACT.....	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENT	viii
LIST OF FIGURE.....	x
LIST OF TABLE.....	xi
CHAPTER I: INTRODUCTION	
1.1. Background	1
1.2. Research Questions.....	6
1.3. Research Objectives.....	6
1.4 Benefit of Research.....	7
1.5 Thesis Structure	8
CHAPTER II: LITERATURE REVIEW	
2.1. Human Resource Management.....	9
2.2 Human Resource Function.....	14
2.3 Coaching	18
2.4 Performance Management	25
2.5 Behaviour Performance	34
2.6 Sales Performance.....	36
2.7 Sales Coaching.....	39
2.9 Career Stages.....	41
2.9 Previous Research.....	44
2.10 Frame of Thinking and Hypotheses.....	45

CHAPTER III: RESEARCH METHODOLOGY

3.1 Location of the Research.....	49
3.2 Object and Subject of the Research.....	50
3.3 Conceptual Definitions and Research Model.....	50
3.4. Research Models	52
3.5. Data sources and decision.....	53
3.6. Data Collections.....	54
3.7. Sampling Methods.....	55
3.8. Measurement of Research Instrument	56
3.9. Instrument Testing.....	56
3.10. Method of Analysis.....	59

CHAPTER IV: RESULT ANALYSIS AND DISCUSSION

4.1. Respondents' Overview and Criteria.....	62
4.2. Descriptive Statistic.....	64
4.3. Analysis Actual Research	73
4.4. Discussions.....	85
4.5. Comparison with Previous Study.....	95

CHAPTER V: CONCLUSION AND SUGGESTION

5.1. Conclusion.....	97
5.2. Managerial Implications.....	99
5.3. Recommendation/Suggestions	100

REFERENCES	101
-------------------------	-----

APPENDIXES	111
-------------------------	-----

LIST OF FIGURES

Figure 2.1. Human Resources Practices.....	13
Figure 2.2. Benefit of Coaching.....	22
Figure 2.3. Factors makes Coaching Success	23
Figure 2.4. Performance Management Process.....	27
Figure 2.5. Model of Salesperson Performance Evaluation.....	38
Figure 2.6. Previous Research Hypothesis.....	46
Figure 2.7. Previous Research Hypotesis.....	48
Figure 3.1. Research Model.....	52
Figure 4.1. Path Coefficient Early Stage.....	80
Figure 4.2. Path Coefficient Middle Stage.....	82
Figure 4.3. Result Across the group.....	83
Figure 4.4. Path Coefficient Middle Stage PLS-MGA.....	85

LIST OF TABLES

Table 1.1. Banks in Indonesia	4
Table 2.1. Human Resources Function	15
Table 2.2. Stages of Career Stages	42
Table 3.1. Definition Operational.....	51
Table 3.2. Validity Results (Pre test 35 respondents)	58
Table 3.3. Reliability Results (Pre test 35 respondents).....	59
Table 4.1. Sampling Criteria.....	62
Table 4.2. Characteristics of Respondents.....	62
Table 4.3. Descriptive Statistics of Coaching.....	66
Table 4.4. Descriptive Statistics of Behavioural Performance.....	70
Table 4.5. Descriptive Statistics of Sales Performance.....	73
Table 4.6. Convergent Validity.....	75
Table 4.7. Discriminant Validity.....	77
Table 4.8. Reliability Testing Result.....	77
Table 4.9. R-Square Table.....	78
Table 4.10. Hypothesis Testing test (Path Coefficient) 1.....	79
Table 4.11. Characteristics By Career Stages.....	82
Table 4.12. ANOVA Results.....	83
Tabel 4.13. Table path coeficient early and middle stages.....	84
Table 4.14. Comparison with Previous Study.....	95