

**KECERDASAN HOLISTIK DAN KINERJA TENAGA PENJUAL ASURANSI
PADA AGENSI PRUSAMURAI DENPASAR**

by

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ABSTRACT

Successful achievement of an enterprise, all systems must be able to work synergistically. Selection and coaching salespeople performed by salespeople themselves against 'line' down on it, then the activity is dependent upon the salesperson's own salespeople. Various attempts have been made in the hope of salesperson performance increases, which in turn can increase agency revenue, but revenue and salesperson activity still has not shown an increase as expected, then it should be factors in self salesperson who causes a decrease in performance. Insurance Salesperson in carrying out his duties always have to face the other person; whether it be leadership, prospective clients, customers and / or fellow competitors Insurance Salesperson.

Samples in this research is about 147 person all of contract salesperson of PRUSamurai Denpasar. The method of data collection was using the questionnaire. Data analysis was a statistical method of Structural Equation Modeling (SEM) and then the data processed with SPSS 16.0 and AMOS 16.0 program facilities. SPSS program used to input the data which already obtained from the data collection, while AMOS program used to display the result of research which related between the variables.

Data analysis conducted by using SEM software AMOS through 16.0. Through data normality test, Confirmatory Factor Analysis (CFA) test and the analysis of the influence through SEM. SEM analysis results indicated that the influence of the physical intelligence (X1) against the performance of salesperson (Y) that there was a positive influence of 0,138; the influence of intellectual intelligence (X2) against the performance of salesperson (Y) that there was a positive influence of 0,347; the influence of emotional intelligence (X3) against the performance of salesperson (Y) that there was a positive influence of 0,307; spiritual intelligence and influence (X4) against the performance of salesperson (Y) that there was a positive influence of 0,140. It could be seen, the most dominant variable influenced salesperson performance (Y) was the intellectual intelligence variables (X2) of 0,347.

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