

Adaptive Sales Strategy on Social Media Framework

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ABSTRACT

Important aspects of the drivers of company performance are the ability of the workforce, new technological opportunities, the efficiency of the work structure and work policies that allow employees to interact with technology. Competition in the trading world is increasingly fierce along with the rapid development of digital information technology, one of which is the use of social media as a marketing tool. However, there are still different results in several studies on the use of social media on salesperson performance. This study analyzes the effect of the use of social media on salesperson performance mediated by adaptive sales strategies in the trade industry. Data analysis using SPSS tools with 77 respondents number of salespersons. The results obtained are that there is a significant influence between the variables of the use of social media, adaptive sales strategies on salesperson performance. This study is able to provide an overview of the use of social media by salespersons where the variable adaptive sales strategy is proven to be a mediating variable but has only a small value.

Keywords: *social media use, adaptive sales strategies, salesperson performance*

1. INTRODUCTION

The current era of globalization, the economy continues to spin. Proven by the number of products that enter Indonesia. One of the effects of globalization is competition between companies to win an increasingly tight market marked by the role of technology in the company. The company can get more advantages when utilizing new technology. The technology can impact employees to work smarter while providing a product or service that is of higher quality to the customer. Company that have realized the importance of technology will use supporting human resource management (HRM) practices the use of technology creates a system of work that performs high.

One of the most important aspects of company survival is employee performance. Therefore we need clear and measurable criteria as well determined jointly submitted as a reference. Employee Performance has a significant effect and has contributed to organizational performance, then it must be managed in such a way (Lijan Poltak Sinambela, 2012, p. 5).

The more advanced technology is making people interested in cell phones increased. This is evidenced from the many shops that sell cellular phones in Indonesia and the entry of various cellular phone brands spread in Indonesia. This phenomenon can be a business opportunity profitable for businesses that start making sales businesses cell phones are their target.

Research is needed the extent to which the use of social media and adaptive sales affect performance sales force. The use of social media has proven to be a positive influence significant effect on salesperson performance (Akram, Rana, & Bhatti, 2017). But some argue that social media has a

negative effect on it performance (Yu, Cao, Liu, & Wang, 2018) this is due to the use of media social overload.

Research conducted by (Itani, Agnihotri, & Dingus, 2017) shows that adaptive sales can mediate the use of social media on salesperson performance. One of the important human resources relating to companies that sell cell phones is power seller. Companies engaged in product sales require manpower the seller as one of the most important parts. At present the role of salespeople for the company is becoming increasingly important. Companies can be remembered by customers because the performance of its sales force. So one of the tasks of the sales manager is improve the performance of its sales force. The function of the salesperson also has evolved from implementing the sales function to creating a core value for customer. This makes the salesperson's contribution more needed by the company. Salespeople are required to face the conditions of the sale increasingly complex, ranging from persuading buyers, building trust, to achieve overall organizational sales goals (Herjanto & Franklin, 2019).

Salespeople are one of the spearheads for success companies in establishing relationships with consumers to meet customer satisfaction. Therefore, to establish relationships with consumers still good, salespeople need good performance too. Performance personnel The seller can be defined as the implementation of the salesperson's behavior and results such behavior with the aim of achieving organizational goals (Park, Kim, Dubinsky, & Lee, 2010). According to (Baldauf, Cravens, & Piercy, 2001) in his research explained that the performance of salespeople can be influential positive about sales effectiveness. One attitude with regard to sales effectiveness is the ability of

salespeople to accept and be sensitive to environmental stimulation. Adaptive sales force strategy the seller is needed for the effectiveness of the salesperson. Adaptive sales according to (Weitz & Spiro, 1990) are defined as an activity that changes sales behavior during or after it occurs interactions with customers based on information received regarding a sales situation. Ability to adjust to the environment for salespeople cannot form themselves but rather with an intense and planned learning process that is with have the ability to adapt well. Adaptive sales require good sales plan and mental readiness. The meaning is important Adaptive sales, namely the ability of salespeople to change their behavior, so that sales activities can be according to the conditions or situations that they are face (Sujan, H., Weitz, BA and Kumar, 1994). Salespeople who are using adaptive strategies, they must obtain information about their customers first (Itani et al., 2017).

The concept of adaptive sales according to mentioned by (Kimura, Bande, & Fernández-Ferrín, 2018) ie changing sales behavior during interactions with customers or interact with customers based on information perceived about the nature of the trip by using various approach when meeting during the sales process and making preparations which is good for every meeting, salespeople who make sales adaptive tends to reach a high level in sales performance. Although (Weitz, Sujan, & Sujan, 1986) the original model proposes that effectiveness Adaptive sales are influenced by the characteristics of the sales situation, research Empirically, it has shown that adaptive sales enable energy the seller achieves high performance.

A meta-analysis from (Franke & Park, 2006) confirms that Adaptive sales behavior effectively influences positive sales performance. It also shows that adaptive sales can predict sales performance bigger than the customer oriented. Empirical study conducted (Goad & Jaramillo, 2014) also showed a positive influence Adaptive sales on the performance of salespeople. With advances in technology, companies can utilize technology in sales and improve employee performance. One type the technology used by the company is the use of social media.

The emergence of social media has substantially changed the way people look where many people, as individuals, communities, or organizations communicate and interact (Ngai, Tao, & Moon, 2015).

Social media is interpreted by (Kaplan & Haenlein, 2010) as a group Internet-based applications that build ideological foundations and Web technologies 2.0, and allows the creation and exchange of content created by the user. Through the use of social media applications, people can create, share and exchange information in virtual communities. Development social media has helped to shape one's connection with others through different social media platforms.

2. METHODS

This research uses quantitative methods. The sample of this research is 77 salespeople. Data collection techniques using a questionnaire in a way give a set of questions to the respondent to answer.

Data analysis method used in this research is by using research instrument tests (validity and reliability tests), analysis regression (multiple linear regression, t test, F test, coefficient of determination), and test indirect influence.

3. DISCUSSION

3.1 *The effect of the use of social media on adaptive sales*

Based on the results of multiple linear regression calculations obtained t count of $4.365 > t$ table 1.992 with sig. 0.000 < 0.05, which means that H_0 dit megrim. It can be concluded that hypothesis one is accepted because the use of social media has a significant effect on adaptive sales. These results are consistent and support research conducted by (Itani et al., 2017) on which shows that the use of social media has a significant effect on adaptive running. Subsequent research carried out by (Ogilvie et al., 2018) showed that social media had a significant effect on adaptive sales.

3.2 *The effect of adaptive sales on salesperson performance*

Based on the results of multiple linear regression calculations obtained t count of $3.260 > t$ table 1.992 with sig. 0.002 < 0.05, which means that H_0 dit megrim. It can be concluded that adaptive sales have a significant effect on salesperson performance, which means the second hypothesis is accepted. These results are consistent and support research conducted by (Itani et al., 2017) states that adaptive sales have a significant positive effect on employee performance. Subsequent research was conducted by (Park & Deitz, 2006) which showed that sales had a significant effect on salesperson performance

3.3 *The effect of the use of social media on the performance of salespeople*

Based on the results of multiple linear regression calculations obtained t count of $2.151 > t$ table 1.992 with sig. 0.035 < 0.05, which means that H_0 dit megrim. It can be concluded that the third hypothesis is accepted because the use of social media has a significant effect on salesperson performance. These results are consistent and support research conducted by (Akram et al., 2017) which shows that the use of social media has a positive and significant effect on salesperson performance. Subsequent research conducted by (Tajvidi & Karami, 2017) shows that social media has a significant effect on performance.

4. CONCLUSIONS

Based on the results of data analysis the use of social media has a significant effect on sales performance of salesman CV Galatama Sejahtera. Adaptive sales able to mediate the effect of the use of social media on the performance of salespeople CV Galatama Sejahtera.

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