

ABSTRAK

Kurniawan, Panji (2026), Pengaruh *Product Knowledge*, *Communication Skill*, Dan *Customer Visit* Terhadap Kinerja Tenaga Pemasar Pada Kantor Cabang BRI Singaraja. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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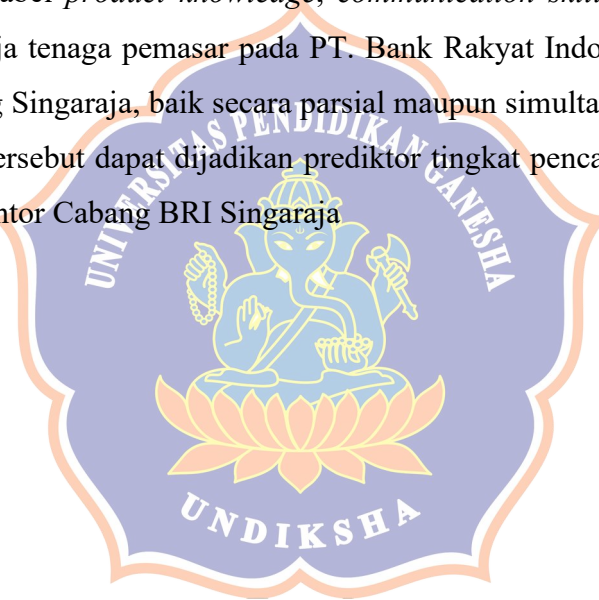
Kata-kata kunci: kinerja tenaga pemasar, *product knowledge*, *communication skill*, *customer visit*

Penelitian ini bertujuan mendeskripsikan besarnya pengaruh beberapa variabel, yaitu: (1) *product knowledge*, (2) *communication skill*, (3) *customer visit*, dan (4) *product knowledge*, *communication skill*, serta *customer visit* secara bersama-sama terhadap kinerja tenaga pemasar pada PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Singaraja. Populasi dalam penelitian ini adalah seluruh tenaga pemasar (RM dan Mantri) di Kantor Cabang BRI Singaraja yang berjumlah 111 orang. Penentuan sampel pada penelitian ini menggunakan teknik sensus, di mana seluruh anggota populasi ditetapkan sebagai responden. Penelitian ini dirancang dalam bentuk penelitian kuantitatif yang bersifat kausal. Data dalam penelitian ini dikumpulkan dengan menggunakan kuesioner *product knowledge*, *communication skill*, *customer visit*, dan kinerja tenaga pemasar. Data dianalisis dengan menggunakan uji regresi linear berganda yang mencakup uji t dan uji F.

Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh yang positif dan signifikan variabel *product knowledge* terhadap kinerja tenaga pemasar dengan nilai t_{hitung} sebesar 2,559 dan tingkat signifikansi 0,012. (2) terdapat pengaruh yang positif dan signifikan variabel *communication skill* terhadap kinerja tenaga pemasar dengan nilai sebesar t_{hitung} 4,523 dan tingkat signifikansi 0,000. (3) terdapat pengaruh yang positif dan signifikan variabel *customer visit* terhadap kinerja tenaga pemasar dengan nilai sebesar t_{hitung} 4.784 dan tingkat signifikansi

0,000. (4) terdapat pengaruh yang signifikan secara bersama-sama antara *product knowledge*, *communication skill*, dan *customer visit* terhadap kinerja tenaga pemasar dengan nilai F_{hitung} sebesar 40,816, tingkat signifikansi 0,000, dan koefisien determinasi (R^2) sebesar 53,4%. Berdasarkan hasil penelitian, *communication skill* (X2) ditemukan sebagai variabel yang paling dominan memengaruhi kinerja tenaga pemasar dengan nilai *standardized coefficients beta* sebesar 0,394. Hal ini menunjukkan bahwa kemampuan komunikasi persuasif dan kecerdasan interpersonal merupakan faktor kunci dalam mengonversi peluang pasar menjadi realisasi kinerja nyata di BRI Kantor Cabang Singaraja

Berdasarkan temuan tersebut dapat disimpulkan, bahwa terdapat pengaruh yang signifikan variabel *product knowledge*, *communication skill*, dan *customer visit* terhadap kinerja tenaga pemasar pada PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Singaraja, baik secara parsial maupun simultan. Dengan demikian, ketiga faktor tersebut dapat dijadikan prediktor tingkat pencapaian kinerja tenaga pemasar di Kantor Cabang BRI Singaraja



ABSTRACT

Kurniawan, Panji (2026), *The Influence of Product Knowledge, Communication Skills, and Customer Visits on the Performance of Marketing Staff at the BRI Singaraja Branch Office*. Thesis, Management Science, Postgraduate Program, Ganesha University of Education. This thesis has been approved and reviewed by Supervisor I: Dr. I Nengah Suarmanayasa, S.E., M.Si and Supervisor II: Dr. Komang Krisna Heryanda, S.E., M.M

Keywords: marketing staff performance, product knowledge, communication skills, customer visits

This study aims to describe the influence of several variables, namely: (1) product knowledge, (2) communication skills, (3) customer visits, and (4) product knowledge, communication skills, and customer visits collectively on the performance of marketing staff at PT. Bank Rakyat Indonesia (Persero) Tbk. Singaraja Branch Office. The population in this study was all 111 marketing staff (RM and Mantri) at the BRI Singaraja Branch Office. The sampling technique used in this study was census sampling, with all members of the population designated as respondents. This study was designed as a causal quantitative study. Data were collected using questionnaires on product knowledge, communication skills, customer visits, and marketing performance. Data were analyzed using multiple linear regression, including the t-test and F-test. The results showed that: (1) there was a positive and significant effect of the product knowledge variable on marketing performance, with a t-value of 2.559 and a significance level of 0.012. (2) there was a positive and significant effect of the communication skills variable on marketing performance, with a t-value of 4.523 and a significance level of 0.000. (3) there was a positive and significant effect of the customer visit variable on marketing performance, with a t-value of 4.784 and a significance level of 0.000. (4) There is a significant joint influence between product knowledge, communication skills, and customer visits on the performance of marketers, with an F-value of 40.816, a significance level of 0.000, and a coefficient of determination (R^2) of 53.4%. Based on the research results, communication skills (X_2) were found to be the most dominant variable influencing the performance of marketers, with a standardized beta coefficient of 0.394. This indicates that persuasive communication skills and interpersonal intelligence are key factors in

converting market opportunities into tangible performance at the BRI Singaraja Branch Office. Based on these findings, it can be concluded that there is a significant influence of the variables product knowledge, communication skills, and customer visits on the performance of marketers at PT. Bank Rakyat Indonesia (Persero) Tbk. Singaraja Branch Office, both partially and simultaneously. Thus, these three factors can be used as predictors of the level of performance achievement of marketers at the BRI Singaraja Branch Office.

