

ABSTRACT

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The Influence of Personality Factors towards Resilience of Salesmen in 3M Jakarta; Dr. Rostiana M. Si., Psi.

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Salesmen are obligated to interact with customers to reach the company's target of product sales. Challenges in work such as variety of customers and situation, demands resilience. Resilience is the ability to adapt through changes. 7 aspects of resilience are emotional regulation, impulse control, optimism, causal analysis, empathy, self-efficacy, and reaching out. Personality that is a combination of mental characteristic, gives contribution towards resilience. 5 dimensions of personality factors consist of openness, conscientiousness, extraversion, agreeableness, and neuroticism. The aim of this research is to know the influence of personality factors towards resilience of salesmen. This research used 92 salesmen in 3M company with convenience sampling method. The result of this research shown personality factors have influence towards resilience of salesmen in 3M company with $r = 0.713$, $p \leq 0,05$.

Keywords: Big 5 Personality, Resilience, Salesmen.