

ABSTRACT

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A Comparative Study: Self-efficacy and Persuasion between successful seller and unsuccessful seller. (Study of distribution company seller in Jakarta). (Rostiana, Msi. Psi. and Meiske Y. Suparman, Psi.); Bachelor Degree, Psychology Programme, Tarumanagara University.

The aim of this research is to find out the significant difference between successful seller and unsuccessful seller on self-efficacy and persuasion capability. Self-efficacy is people' judgement about their capabilities to deal a problem at specific situation. Persuasion is a process communication that purposed for changing someone's belief and behavior. The subject of research consists of 125 sellers, in which 80 are successful and 45 are unsuccessful. The data were taken by questionnaires. The processing technique is using t-test with SPSS program 12.00 for Windows. The result of this research shows $t(125) = -6.011$, $p < 0,05$, based on significant number 0,00. This shows the significant difference between successful seller and unsuccessful seller on self-efficacy. Furthermore, the number shows the level of self-efficacy on successful seller is higher compared to the level of self-efficacy on unsuccessful seller. On the other hand, the results of persuasion research shows $t(125) = -7.501$, $p < 0,05$, based on significant number 0,00. This shows the significant difference between successful seller and unsuccessful seller on persuasion. The number also shows the level of persuasion on successful seller is higher compared to the level of persuasion on unsuccessful seller.

Keyword : self-efficacy, persuasion, seller