

**AN ANALYSIS OF EMOTIONAL INTELLIGENCE ON SALESPERSON'S PERFORMANCE AT PT.HASRAT ABADI TENDEAN MANADO***ANALISA KECERDASAN EMOSIONAL TERHADAP KINERJA KARYAWAN PADA PT. HASRAT ABADI TENDEAN MANADO*

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**Abstract:** Emotional Intelligence is the power behind the throne of intellectual ability. Emotional Intelligence is an ability to understand emotions in ourselves and others and to use that understanding to manage relationship effectively. Emotional Intelligence demonstrated in the ways in which people deal with affect, for example, by knowing when a negative emotion is about to cause problems and being able to control that emotion so that it doesn't become disruptive. The aim of this study is to know the effect of Emotional Intelligence on Salesperson's Performance at PT Hasjrat Abadi Tendea. To achieve these objectives the researcher got information from 15 informants which is the salesperson and this research using qualitative study which is in-depth interview and uses purposive sampling sampling. The results showed the emotional intelligence have a significant effect to the salesperson's performance as the employees at PT. Hasjrat Abadi Tendea, Emotional Intelligence can affect the employees behavior to work with a fully commitment. The effect also can help the employees to define their ability and skills not only the emotional. Through the emotional intelligence the salesperson as the employee understand well about the skills and responsibility and have a high awareness to understand their skills, and to achieve the goals and target of the job, they have to implemented all the skills by keep learning and keep improving themselves and finish their work well and wisely.

**Keywords:** emotional intelligence, salesperson performance

**Abstrak:** Kecerdasan Emosional adalah kekuatan di balik singgasana kemampuan intelektual. Kecerdasan Emosional adalah kemampuan untuk memahami emosi dalam diri kita sendiri dan orang lain dan menggunakan pemahaman itu untuk mengelola hubungan secara efektif. Kecerdasan Emosional ditunjukkan dalam cara orang menghadapi afek, misalnya dengan mengetahui kapan emosi negatif akan menimbulkan masalah dan mampu mengendalikan emosi tersebut agar tidak mengganggu. Penelitian ini bertujuan untuk mengetahui pengaruh Kecerdasan Emosional terhadap Kinerja Tual enaga Penjpada PT Hasjrat Abadi Tendea. Untuk mencapai tujuan tersebut peneliti mendapatkan informasi dari 15 informan yang merupakan tenaga penjual dan penelitian ini menggunakan studi kualitatif yaitu wawancara mendalam dan menggunakan purposive sampling sampling. Hasil penelitian menunjukkan bahwa kecerdasan emosional berpengaruh signifikan terhadap kinerja tenaga penjual sebagai karyawan di PT. Hasjrat Abadi Tendea, Kecerdasan Emosional dapat mempengaruhi perilaku karyawan untuk bekerja dengan komitmen penuh. Efeknya juga dapat membantu karyawan untuk mendefinisikan kemampuan dan keterampilan mereka tidak hanya emosional. Melalui kecerdasan emosional tenaga penjual sebagai karyawan memahami dengan baik tentang keterampilan dan tanggung jawab serta memiliki kesadaran yang tinggi untuk memahami keterampilannya, dan untuk mencapai tujuan dan sasaran pekerjaan, mereka harus menerapkan semua keterampilan dengan terus belajar dan terus meningkat. sendiri dan menyelesaikan pekerjaannya dengan baik dan bijaksana.

**Kata Kunci:** kecerdasan emosional, kinerja karyawan

**INTRODUCTION****Research Background**

Human Resources are one of the most important elements in the company activities. The people who work in the auspices of the Human Resources Department are productive individuals who work as movers of an organization, both in institutions and companies that have functions as assets so they must be trained and develop in their abilities. Human Resources are the main elements of the organization compared to other elements of resources such as capital, technology, because humans themselves control other factors. Human Resources in company is created to be able to help managers, however managers remain responsible for employee performance. The human resources department assists managers in dealing with matters relating to organizational human resources. The role of Human Resources for a company is to maintain the identity of the company itself in the eyes of the customer. If a company does not have identity and credibility, of course their product or service will not be chosen by the customer. In order to build a company identity, it is not only the responsibility of marketing division, but also the Human Resources division involve.

Salesperson in company has the duty to represent the company where he or she works. Salesperson must be able to maintain the company's image, and salesperson must have a superior personality, a strong mentality and be able to convince the customer. Strong mentality is necessary for a salesperson, because they have pressure inside and outside the company; they have sales targets and customers that he or she will face when there is a rejection. Also a salesperson must be able to maintain a good relationship with the customer. In business, there are various strategies to establish relationships with customers. Sales are work directly with customers. People who work in this position are not like any of other people because they have to face different people. If they are wrong or cannot convince customers well, the customer will misinterpret and otherwise will not buy the product that offered.

One of the most crucial aspects in the implementation is how sales can understand customers. Well in this case Emotional Intelligence is very necessary to support the task of sales. Today, vehicles are one of the primary needs. In addition to transportation, vehicles are also a livelihood. Toyota became the best-selling brand car because salesperson. It related because they are the ones who directly dealing with customers. A salesperson must learn the different lifestyles and habits of Manado citizen. Sometimes, there are those who already want a deal to buy, but then cancel or vice versa. It means sales must be smart in reading patterns and handling things like that because they have targets in sales. And every salesperson also competes with sales that sell different brands. Salesperson is one of the spearheads in sales. There are more than twenty salespersons to handle Toyota Branch Boulevard. A person who can control his emotions well will be able to produce good performance too. Cognitive abilities such as big picture thinking and long term vision are also important. But when compared between technical ability, IQ and emotional intelligence as a determinant of brilliant performance, emotional intelligence occupies a more important portion twice than the others at all levels of office.

**Research Objective**

How is the effect of Emotional Intelligence on Salesperson's Performance at PT Hasjrat Abadi Tendea?

**THEORETICAL FRAMEWORK****Human Resources Management**

Human resource management is the process of employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them. Dessler (2017) states that Human Resource Management is the process of acquiring, training, appraising, and compensating employees, and attending to their labor relations, health, safety and fairness concerns. As a field, HRM has undergone many changes over the last twenty years, giving it an even more important role in today's organizations. In the past, HRM meant processing payroll, sending birthday gifts to employees, arranging company outings, and making sure forms were filled out correctly—in other words, more of an administrative role rather than a strategic role crucial to the success of the organization. HRM is really employee management with an emphasis on those employees as assets of the business. In this context, employees are sometimes referred to as human capital. According to Kaye and Evans (2000), maintaining human resources is one of the key challenges in managing an organization.

### **Emotional Intelligence**

For many years Intelligence Quotient (IQ) has been believed to be a standard measure of intelligence, but in line with the challenges and atmosphere of modern complex life, this IQ standard has triggered fierce and exciting debate among academics, educators, business practitioners and even the public, especially when associated with the level of success or achievement of one's life. George (2000) asserts that EI is the degree in which emotions are cognitively managed. Emotional Intelligence is the ability to identify and manage your own emotions and the emotions of others. It is generally said to include three skills, emotional awareness including the ability to identify your own emotions and those of others. Emotional intelligence is the ability to understand the emotions of the individual as well as others. Emotional intelligence is important to effectively manage behavior, to navigate social situations, and to make personal decisions.

### **Employee Performance**

Employee performance can basically be seen in individuals who can work professionally and independently. And this is certainly much related to human resources that exist in companies and organizations. Human resources are also one of the factors that include production and potential in real terms. Employee performance is a performance result that can be achieved by a person or group in an organization both qualitatively and quantitatively (Robbins & Judge, 2017). In general, employee performance can also be said for companies and organizations that can manage, regulate, and utilize existing resources or employees so that they can function productively in order to achieve a goal in the company or organization itself. Employee performance in a company is an encouragement from what they have such as the power of thought or insight and even physically reliable performance. If this is owned by employees, the achievement of company goals will be more maximal as expected by the company. Having smart and broad-minded employees is one of the factors that can improve company performance

### **Previous Research**

Carlton Brown (2014) investigated the effects of emotional intelligence (EI) and leadership styles on sales performance. The study involved a descriptive analysis of literature regarding emotional intelligence, transformational/transactional leadership styles and sales performance. A conceptualized model of leadership style, emotional intelligence and sales performance was created from literature reviewed. The findings suggested that both transactional/transformational leadership styles act as strong predictors of leadership effectiveness and their ability to influence the sales person's performance. In addition, transactional and transformational leadership styles appear to have a symbiotic relationship with emotional intelligence within leadership styles domain. The literature provided support for a model, which suggests that emotional intelligence components such as personal/social competencies, motivation and empathy are positively linked to transformational leadership style, which empowers the sales person to perform beyond their normal expectations. Leaders who exhibit transactional leadership characteristics are viewed negatively as they often lack motivation and charisma. They are individuals who operate within the confines of rules, policies and procedures. Despite the negative perception, transactional leaders have components such as contingent-reward that positively correlate of productive sales performance. The findings suggested that there is a correlation between EI, Transactional/Transformational leadership styles and sales performance.

Elizabeth Stubbs Koman and Steven B. Wolff (2008) examined the relationships among team leader emotional intelligence competencies, team level emotional intelligence, and team performance. It is argued here that the team leader's emotional intelligence (EI) will influence the development of group level emotional intelligence (GEI), which was measured by a team's emotionally competent group norms (ECGN). Second, it is hypothesized that the presence of ECGNs will positively influence group effectiveness. Data were collected from 422 respondents representing 81 teams in a military organization. Results showed that team leader emotional intelligence is significantly related to the presence of emotionally competent group norms on the teams they lead, and that emotionally competent group norms are related to team performance.

Benjamin Palmer, Melissa Walls, Zena Burgess, and Con Stough (2013) explored the relationship between emotional intelligence and effective leadership. Emotional intelligence was assessed by a modified version of the Trait Meta Mood Scale in 43 participants employed in management roles. Effective leaders were identified as those who displayed a transformational rather than transactional leadership style as measured by the multifactor leadership questionnaire. Emotional intelligence correlated with several components of transformational leadership suggesting that it may be an important component of effective leadership. In

particular emotional intelligence may account for how effective leaders monitor and respond to subordinates and make them feel at work.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Analysis Method (2021)*

From this conceptual framework, this study aims is to find out is the effect of Emotional Intelligence on Salesperson's Performance at PT Hasjrat Abadi Tendean.

## RESEARCH METHOD

### Research Approach

This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

### Population, Sample and Sampling Technique

Purposive sampling is one of the non-random sampling techniques where the researcher determines sampling by specifying specific characteristics that are suitable with the objectives of the study so that it is expected to answer the research problems. This research is using purposive sampling because this study requires special criteria so that the samples taken will be in accordance with the research objectives and can solve research problems. In-depth Interview is the process of obtaining information for research purposes by way of question and answer face-to-face between interviewers and informants or interviewees, with or without using interview guides where interviewers and informants are involved in relatively long social life. Population is generalization region consist of object or subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sekaran, 2003). In order to get spesific, clear, and detail data this research use purposive sampling, because the main goal of the purposive sampling is to focus on particular characterisitic of a population that are clear and interest, which will best to enable to asnwer the research question. In order to get the best result, the researcher took 15 informants of Salesperson's at PT Hasjrat Abadi Tendean.

### Data collection technique

Data collection technique plays an import ant role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data and Data collection method play an important role in impact evaluation by providing useful information to understand the process behind observed result.

### Operational Definition of Variables

In this research the main variable is Emotional Intelligence and Salesperson's Performance, Emotional Intelligence is an ability to understand emotions in ourselves and others and to use that understanding to manage relationship effectivelyly, the indicator is Self-awarenessand Salesperson's Performance is the result or the level of success of a person as a whole for a certain period in carrying out tasks compared to various possibilities, such as standard work results, targets or targets that have been determined in advance, and the indicator is effectiveness.

### Instrument Testing

In instrument of research there are some step that have to applied in order to process the data that have to be researched. The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

**Data Analysis Method, Validity and Reliability**

Data analysis is the process of systematically finding and arranging interview transcripts, field notes, and other materials that you accumulate to improve your own understanding of them and to allow you to present what you've discovered to others. Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

**RESULT AND DISCUSSION****Result**

This research uses qualitative method which is in-depth interview as the tool to gain the information from the informants. The population of this research is all the informants of Salesperson's at PT Hasjrat Abadi Tendeau.

The first informant was a 23 year old woman, with 2 years' experience as sales in Toyota. Previously, the informant were fresh graduates from one of the universities in Manado. According to her, there are several main things that must be considered when becoming a sales force at Toyota, including good communication skills and the ability to recognize consumer wants and needs, according to him, this is very important because it can offer products or vehicles according to consumer wants and needs. Moreover, her job as a salesperson is an obligation to be able to identify and analyze consumer needs so that the vehicles offered will suit consumer needs. She also often faces various challenges in facing consumers, for example, there are consumers who have different desires or have many features for their vehicles but are not owned by the products they have, so it becomes a challenge to be able to offer their own vehicles, while the pleasure they have when they become A salesperson is a fairly large bonus if the sales target is achieved, especially when dealing with consumers who already understand and understand the type of vehicle they are going to buy so that the sales and transaction process will be easier to occur.

The informant is a woman aged 27 years and has experienced as sales at Toyota for 5 years, and previously worked as a sales in an insurance company. According to the informant, the special criteria that must be met are good looking and willing to work with the target. Meanwhile, the responsibility as a sales informant t must be able to attract as many customers as possible and sell vehicles with a certain target for a month. The pleasure you get from work is the amount of bonuses that are quite large, while the difficulty that you often get is when you meet consumers who have the desire to buy a vehicle and ask for detailed information about the vehicle but ultimately don't make a purchase.

The third informant is a 27 year old male who has worked as a salesperson for 2 years, and previously worked as an employee in the banking sector. To meet the criteria needed as a sales person in Toyota is to look attractive and be able to work on target orientation. As long as you are a sales person, the main responsibility that must be fulfilled is the monthly sales target. If the target charged can be met, the bonus received can be quite large, while the problem that is often encountered is consumers who often ask for information but do not make purchases. According to the informant, emotional ability is how a person can control their emotions in dealing with various circumstances, the emotional problem that consumers often face is that consumers want to be served as quickly and completely as possible because they are about to make a purchase, so they often scold and suppress salespeople. The way that can be used to deal with this common problem is to face it patiently

Iinformants 4 is a 23 year old woman with 1 year of experience as a salesperson and previously graduated from a university. There are several main things that must be considered when becoming a salesperson, including good communication skills and the ability to recognize the wants and needs of consumers, according to her, this is very important because it can offer products or vehicles according to consumer wants and needs. The ups and downs that are often faced when working as a salesperson are sometimes meeting good customers who already understand the type of vehicle they want to have and can make purchase transactions quickly but also sometimes deal with consumers who only ask a lot but don't make a purchase. Informants admit that they do not know about emotional abilities, the response that is often given when dealing with consumers is to face them calmly. Even if you are in a position of anger or panic, you must be able to remain calm in dealing

with consumers so that you do not take or take actions that can harm yourself and others. To be able to regulate consumer emotions, informants usually start with themselves first by remaining positive.

The informant is a woman aged 25 years and has 3 years' experience as sales, previously a student. The special criteria that must be met as a salesman are being able to work according to the target and of course looking attractive. The duties and responsibilities they have are to sell vehicles to consumers. The interesting thing when being a salesman is when the sales made reach the target every month and what is not fun is if the target is not met. As a salesperson, of course, there are various kinds of trivialities from consumers who are often faced, of course, this is a challenge in itself to make sales, and the most often faced by consumers are consumers who want to be served immediately while the work being done by the sales force is still a lot. For that extra patience is needed when facing problems like this. To be able to feel the emotions of consumers, it is usually legible since dealing directly with salespeople and the response that must be given to consumers is of course still friendly and polite. Even if the salesperson is in a state of anger or panic, she must be able to remain calm and not be influenced by making decisions or actions. Informants admitted that they were quite optimistic about the career they were currently working on, even though they had plans to start their own business in the future.

The informant is a 25 year old woman who has 3 years of experience in sales and previously worked as a freelance worker in one of the government offices in South Minahasa. According to her, one of the criteria that a salesperson must have is the willingness to work hard in achieving the target. The duties and responsibilities of a salesperson are to be able to sell as many units of the vehicle provided as possible but not by offering products that are different to consumer needs. In their work, informants also said that there were several challenges they had to face, including the attitude of consumers who only asked a lot of questions and did not make purchases, while the satisfaction they got was the sizeable amount of bonuses and a pleasant workplace atmosphere. In dealing with emotional problems encountered by informants, they often take time to calm their minds and try to find the root of the problem and find solutions to the problems encountered.

The informant is a 27-year-old man who has worked for 5 years as a salesperson and previously worked as a student at a university in the city of Manado. According to the informant, the duties and responsibilities they have are to provide the best possible information to prospective customers who will purchase a vehicle and accompany them until the vehicle transaction process is completed. Emotional problems that are often encountered by consumers are the lack of consumer confidence in the various features offered, so that many consumers ask so many questions to sales, and of course this must be faced with patience and caution because there is little wrong action, the consumer can cancel its intention to make a purchase. One of the ways that informants often do is by first listening as best as possible to the desires of consumers and then trying to offer products that suits the wants and needs of consumers.

The informant is a man aged 30 years and has experience as sales for 3 years, previously worked as an online taxi driver. According to the informant, his main duty and responsibility as sales is to make sales, but it is also necessary to provide the best and clearest information possible to consumers who will make purchases at their dealerships. The interesting experience he often encounters in carrying out his duties and responsibilities is being able to meet various kinds of people with various needs and being able to provide the best input to meet their needs is something that is very pleasant, while the problem he often faces is the challenge of making unit sales to limited consumers, so that often near the end of the month the target charged has not been met.

The informant is a woman aged 27 years and has 4 years of experience and previously worked as freelancers in government agencies. According to the informant, the duties and responsibilities they have are to provide the best possible information to potential customers who will make vehicle purchases and accompany them until the vehicle transaction process is complete. In their work, informants also said that there were several challenges they had to face, including the attitude of consumers who only asked a lot of questions and did not make purchases, while the satisfaction they got was the sizeable bonus amount. Emotional problems that are often encountered by consumers are a lack of consumer confidence in the various features offered, so that many consumers ask so many questions to sales, and of course this must be faced with patience and caution because there is little wrong action, the consumer can cancel the purchase.

The informant is a man aged 31 years and has experienced as sales for 2 years and previously worked as an entrepreneur. There are several main things that must be considered when becoming a salesperson, including good communication skills and the ability to recognize the wants and needs of consumers, according to him, this is very important because it can offer products or vehicles according to consumer wants and needs. The ups and downs that are often faced when working as a salesperson are sometimes meeting good customers who already understand the type of vehicle they want to have and can make purchase transactions quickly but

also sometimes deal with consumers who only ask a lot but don't make a purchase. Informants admit that they do not know about emotional abilities, the response that is often given when dealing with consumers is to face them calmly. Even if you are in a position of anger or panic, you must be able to remain calm in dealing with consumers so that you do not take or take actions that can harm yourself.

The informant is a 27 year old male who has 4 years of experience as sales and previously worked as a journalist in a private newspaper company. According to the informant, the special criteria that must be met are good looking and willing to work with the target. Meanwhile, the responsibility as a sales informant must be able to attract as many customers as possible and sell vehicles with a certain target for a month. The pleasure you get from work is the amount of bonuses that are quite large, while the difficulty that you often get is when you meet consumers who have the desire to buy a vehicle and ask for detailed information about the vehicle but ultimately don't make a purchase. There are various kinds of trivialities from consumers who are often faced, of course, this is a challenge in itself to make sales, and the most often faced by consumers are consumers who want to be served immediately while the work being done by the sales force is still a lot. For that extra patience is needed when facing problems like this.

The informant is a man aged 31 years and has experience as sales for 8 years and previously worked as a student in one of the universities. According to the informant, the duties and responsibilities they have are to provide the best possible information to prospective customers who will purchase a vehicle and accompany them until the vehicle transaction process is completed. The interesting experience he often encounters in carrying out his duties and responsibilities is being able to meet various kinds of people with various needs and being able to provide the best input to meet their needs is something that is very pleasant, while the problem he often faces is the challenge of making unit sales to limited consumers, so that often near the end of the month the target charged has not been met. In dealing with emotional problems encountered by informants, they often take time to calm their minds and try to find the root of the problem and find solutions to the problems encountered.

The informant was a 27 year old male who graduated from college, has been a salesperson for 4 years. According to him, there are several main things that must be considered when becoming a sales force at Toyota, including good communication skills and the ability to recognize consumer wants and needs, according to him, this is very important because it can offer products or vehicles according to consumer wants and needs. Moreover, his job as a salesperson is an obligation to be able to identify and analyze consumer needs so that the vehicles offered will suit consumer needs. He also often faces various challenges in facing consumers, for example, there are consumers who have different desires or have many features for their vehicles but are not owned by the products they have, so it becomes a challenge to be able to offer their own vehicles.

The informant is a 26 year old male who has experienced as sales for the previous 2 years working as a housing marketer. According to the informant, the duties and responsibilities they have are to provide the best possible information to potential customers who will make vehicle purchases and accompany them until the vehicle transaction process is complete. According to the informant, his main duty and responsibility as sales is to make sales, but it is also necessary to provide the best and clearest information possible to consumers who will make purchases at their dealerships. The interesting experience that he often encounters in carrying out his duties and responsibilities is being able to meet various kinds of people with various needs and being able to provide the best input to meet their needs is something that is very pleasant.

The informant is a man aged 32 years and has experience as sales for 4 years. According to the informant, his main duty and responsibility as a salesman is to make sales, but it is also necessary to provide the best and clearest information possible to consumers who will make purchases. In their work, informants also said that there were several challenges they had to face, including the attitude of consumers who only asked a lot of questions and did not make purchases, while the satisfaction they got was the sizeable bonus amount. Emotional problems that are often encountered by consumers are a lack of consumer confidence in the various features offered, so that many consumers ask so many questions to sales, and of course this must be faced with patience and caution because there is little wrong action, the consumer can cancel the purchase, and optimism about the work that is currently being worked on must be maintained.

## Discussion

Based on the explanation of the coding above it can be seen that all the informant's answer toward the research objectives is positives, from informant's 1 to 15 they are all quite familiar with the emotional intelligence and also the salesperson's performance, and based on the answers, and they are understands with the responsibilities that has given to them, and as a salesperson they try to do their best in order to reach and

achieve the targets and goals in order to get the bonus and all the positives results. The informants 1 to 15 also understand that Emotional Intelligence has a relationship with the performance itself.

It can be seen from the number of informants that there are mostly men, and have experience as a sales average of 2 years and above, the results of the interviews also show that most informants still have the main duties and responsibilities for can make sales to consumers who will buy a vehicle, but in addition, informants are also required to be able to provide information or education to prospective buyers regarding the goods or vehicle units they will buy. Most of the informants admitted that they had to study consumers' emotions in order to make an offer and even buy a vehicle. This is indeed a challenge for salespeople to do, but the company also provides substantial incentives or bonuses if a vehicle is sold. For this reason, salespeople must be able to control their emotions, because customers who come to their office come from various backgrounds, some already know all the features and advantages of the vehicle they want to buy, but there are also consumers who only ask a lot but don't do it. Purchasing, this is where the salesperson's ability to learn about emotional consumers and control his own emotional self-control faces the test.

In addition to facing various challenges from consumers but also sometimes there are internal problems that often occur in the work environment, even conflicts with fellow colleagues are also not uncommon, but informants tend to choose to solve existing problems by remaining calm and having discussions involving all parties to be able to solve existing problems. Informants also admitted that optimism about their jobs or the career paths they can take needs to be maintained, one way that is often done is to continue to instill positive thinking both in the work environment and from the family environment. Openness in the work environment is very necessary because this can be one of the keys to being able to know each other's problems both inside and outside the work environment, as well as to be able to provide mutual input and find common solutions. Furthermore, the results show that one of the supporting factors in maintaining or maintaining the emotions of employees is the presence of a comfortable work environment and work facilities provided by the company to help employee performance.

## CONCLUSION AND RECOMMENDATION

### Conclusion:

Based on the data analysis and discussion, the conclusion of this research to answer the research objectives as follows:

1. Based on data analysis and discussion, it can be concluded that the emotional intelligence have effected the salesperson's performance as the employees at PT. Hasjrat Abadi Tendea, Emotional Intelligence can effect the employees behaviour to work with a fully commitment with the skills they have such as the communicating skills, the product knowledge, social skills, emotional intelligence, building relationship with the customers, time management and closing skill as the salesperson.
2. Through the emotional intelligence the salesperson as the employee understand well about the skills and responsibility and have a high awareness to understand their skills, and to achieve the goals and target of the job, they have to implemented all the skills by keep learning and keep improving themselves and finish their work well and wisely. But also they still faces various challenge with the customers they have to build the good communication, waiting to get response and feedback from customers, to achieve target with limit time in order to achieve closing deals, as the salesperson they have to understand the borders between the salesperson and the customer, they have to wait patiently of the customer final decision because it is not easy to connect and build relationship with the customers.
3. The emotional intelligence is an important role to the salesperson's performance, it can effect each other, even though the employees might face a lot of various problems but it proved that the emotional lead them to work with the high awareness of the responsibility they hard work will paid of when they keep learning and keep improving themselves to achieve the target. The high awareness of the emotional intelligence comes naturally when they work as the salesperson and as the informants which The employees of PT. Hasjrat Abadi Tendea.

### Recommendation

Here are some recommendations from the result:

1. For the student of Sam Ratulangi University: To keep learning about the Emotional Intelligence and Salesperson's Performance to gain more knowledge.



2. For the Company: To make more investment to the employees
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with issues.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.

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