

**ANALYSIS RULE OF COMPENSATION TOWARD WORKING MOTIVATION
OF WALL'S ICE CREAM MOBILING CHANNEL SALES FORCES
AT PT. UNILEVER INDONESIA, Tbk.**

Firman Ardiansyah¹

ABSTRACT

This study seeks to analyze the rule of compensation toward working motivation of sales forces in mobiling channel Wall's Ice Cream at PT. Unilever Indonesia. The compensation variable includes Financial (Direct and Indirect Financial Compensation) and Nonfinancial (Job and Environment). Meanwhile, the motivation variables consist of intensity, persistence, and direction. The objective of this study is to explain the rule of compensation toward working motivation of Wall's Ice Cream mobiling channel sales forces. This study uses qualitative method by in- depth interview with sixth sales forces from three different group performance into high, medium, and small performance. To see the influence of compensation on sales forces working motivation, the author had experiment of compensation program such as diligence bonus, insurance, employee recognition and dressing up stock point. This experiment is conducted to strengthen the hyphothesis that compensation strongly influences sales forces working motivation. The result of this study, all those compensation showed a very good effort from the company to increase the spirit of sales forces as seen by a very excited way on answer in the last interview. The sales forces motivation also is increased as they felt that the company paid more attention to them so it could now expect the sales forces to work better and harder, especially in reaching the target. The result shows that there is sales increase of 300% within 3 months after the compensation happen. Implication of the study and recommendation is needed to improve the compensation plan for sales forces to be always motivated and the implementation of the compensation plan after experiment program should be implemented nationally to increase the working motivation of sales forces.

Keywords:

Financial compensation, Non financial compensation, Working Motivation.

¹ Undergraduate Student of Management Study Program at Universitas Bakrie