The Influence of Interpersonal Skills, Salesmanship Skills, and Work Environment on Medical Representative Performance

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Abstract: Interpersonal skills, salesmanship skills, and work environment are some of the factors that influence employee performance. For pharmaceutical companies, the performance of the Medical Representative (MR) is a very important factor for the company in achieving its business goals. Therefore, pharmaceutical companies must ensure that their MRs have good interpersonal skills to be able to establish good relationships with other medical professionals, effective salesmanship skills to market pharmaceutical products, and a conducive work environment to motivate MRs to work. This study aims to describe and test how much influence partially and simultaneously the interpersonal skills, salesmanship skills, and work environment variables have on the performance of the Asahan Labuhanbatu medical representative area, as well as being an input for pharmaceutical companies on how to improve the performance of Medical Representative employees. This type of research is a quantitative descriptive study with a total of 30 respondents. The results of the research show that both partially and simultaneously, the interpersonal skills, salesman skills, and work environment variables have a positive and significant effect on the performance of the Medical Representative Area Asahan - Labuhanbatu.
Keywords: Medical Representative; Interpersonal Skill; Salesmanship Skill; Work Environment

INTRODUCTION

Medical representative commonly referred to as MR is a very important profession in the pharmaceutical industry. MR's main task is to establish good relations with doctors and other medical personnel, introduce pharmaceutical products produced by the company, and increase sales of these products. The performance of MR is very important for pharmaceutical companies because the success of selling their products depends on the ability of MR to influence the decisions of health professionals

Because MR performance is a very important factor for pharmaceutical companies in achieving their business goals, pharmaceutical companies must ensure that their MRs have good interpersonal skills to be able to establish good relationships with doctors and other medical personnel and effective salesmanship skills. to market pharmaceutical products, and a conducive work environment to motivate MR to work (Usman et al., 2018)

In general, many factors affect employee performance. One of the factors that affect employee performance is interpersonal skills or the ability to communicate and interact with others effectively. Employees with the ability to communicate well, establish good relationships with customers, and understand customer needs will be able to increase profits for the company (Rodhiana, 2023)

In addition, salesmanship skills or the ability to sell products are also factors that affect employee performance. Employees who have good salesmanship skills will be able to convince customers, demonstrate product benefits, and handle customer objections.

The work environment also plays an important role in employee performance. A conducive work environment can motivate employees to work better, while a less conducive work environment can reduce their enthusiasm and motivation.

Interpersonal skills, salesmanship skills, and work environment are some of the factors that influence the performance of employees at the company. However, research on the influence of interpersonal skills, salesmanship skills, and work environment on the performance of medical representatives (MR) has not yet been conducted. Therefore, this study aims to fill this void by describing and testing the influence of interpersonal skills, salesmanship skills, and the work environment on the performance of the medical representative in the Asahan Labuhanbatu area.

Interpersonal skills or interpersonal skills refer to a person's ability to interact and communicate with others effectively and positively. This involves the ability to understand other people's feelings and perspectives, as well as the ability to speak clearly and communicate in an appropriate way (Suhanti & Noorrizki, 2018).

Interpersonal Skills are skills or skills possessed by a person concerning other people, both in verbal and non-verbal communication with the aim of optimal work development. A person's Interpersonal Skills are reflected in the ability to communicate, build good relationships, the ability to motivate, leadership skills, the ability to market oneself, the ability to negotiate, the ability to present, and the ability to communicate in public (Monica et al., 2022).

Suranto (2021) reveals the skills possessed by humans, one of which is the skill to understand and communicate with other people and see moods, temperaments, and motivations to form and maintain relationships between humans, these skills are also called interpersonal skills. Interpersonal skills are a person's ability to direct oneself, including the ability to communicate effectively, to have relationships with other people, and to be able to solve problems. This skill is the basis for someone to be able to start a good social relationship so that individuals will find it easy to get something that has become their goal. Not only that, in the world of work, individuals with high interpersonal skills will bring success because they can communicate well in an interaction, if individuals are not able to develop interpersonal skills, individuals will experience many difficulties, especially in social life such as feeling lonely, worthless, self-isolating even to the point of depression.

Several factors play a role in the development of Interpersonal Skills. The main factor that plays an important role in the development of one's Interpersonal Skills is to perform behaviors that are generally liked by other people and can improve the quality of their relationships. Behaviors that are generally liked by others include the following: (1) Think optimistically; (2) Think positively; (3) Respect others; (4) Give smiles and humor (Azhad et al., 2020).

Some forms of interpersonal skills are the ability to empathize, leadership skills, the ability to react to situations (sensitivity), and social skills. Interpersonal skills can be very important in many situations, including in work, personal relationships, and in everyday life. People who have good interpersonal skills tend to be more successful in establishing good relationships with others, are better able to solve problems, and are more effective in achieving their goals.

Salesman skill or sales ability is the ability to influence other people positively and effectively so that they feel comfortable and confident in buying the products or services offered. This skill is very important for sellers or salesmen, to increase productivity and achieve higher sales targets. In a highly competitive industry, having good sales skills can be a huge advantage for a salesperson. Salesmanship Skills include the skills to get buyers, skills in making sales presentations, and skills to serve customers.

Salespeople have an important role in achieving company goals. Salesperson performance can represent the success of a company. Activities carried out by salespeople can determine consumer purchasing decisions because the party that deals directly with consumers is the salesperson. High salesperson performance can be caused by various factors. Besides that, the company also has a role that is no less important in sales management because sales are not always in a positive trend. So good collaboration is needed so that company goals can be achieved.

According to Asatuan and Ferdinand in Putra & Mudiantono (2018), good marketing performance will arise as a result of the success of salespeople in implementing a sales orientation through managing a company's external and internal environment. The success of the salesperson's performance in the company is determined by the ability of the salesperson in the learning process to carry out tasks in a systematic and controlled manner. Salespeople who work effectively are more knowledgeable about the sales approaches that can be used and more skilled at choosing the right approach for each situation. The sales situations faced by salespeople are different from one another. Of course, this causes the salesperson's performance to become more significant. A salesperson must have the ability to control sales behavior according to the existing situation and organize various requests that arise in interaction with consumers so a salesperson is required to have knowledge about the product offered and know how it works (Zuraida, 2022). In addition, they must be able to make sales presentations effectively and have other abilities. The ability to sell is one of the key and important components in improving salesperson performance. A salesperson's ability to sell is measured through adaptability, communication skills, self-confidence, and the ability to learn

Sedarmayanti in Adha et al. (2019) defines the work environment as the whole of the tools and materials encountered, the surrounding environment where a person works, his work methods, and his work regulators both as individuals and as a group. The work environment is an important factor in creating employee performance. Factors that affect the work environment include lighting in the workplace, air temperature, work safety, and relations with employees. Nitisemito (2019) says that the work environment is also everything that is around workers who can influence themselves in carrying out the tasks assigned and is one of the factors that affect an employee's performance. The work environment has a direct influence on employees in completing work.

Several factors that can affect the work environment include: (1) Physical factors: Such as air quality, temperature, light, and noise. A work environment that is too hot, cold, or noisy can affect employee comfort and productivity. (2) Social factors: Interaction between employees, effective management, trust among fellow employees, and corporate culture. A positive and supportive work environment can increase employee morale and motivation. (3). Psychological factors: Including job demands, company policies, and stress levels. A demanding and inflexible work environment can lead to stress in employees and impact productivity.

The work environment in a company is very important for management to pay attention to. Even though work does not carry out the production process in a company, this factor is important and has a big influence, but many companies are currently paying little attention to this factor. The work environment has a direct influence on employees, where the work environment can improve employee performance. Conversely, an inadequate work environment can reduce performance. The work environment also plays a role in organizational commitment, where an employee will not feel comfortable working in an unsupportive environment. According to Amalia et al. (2021), work environment indicators are: 1. Work atmosphere, 2.

Relationships with colleagues, 3. Availability of work facilities. The work environment can be divided into two, the physical and non-physical work environment. The physical work environment can be interpreted as all conditions that exist around the workplace, the factors that influence the formation of a work environment include temperature, humidity, air circulation, lighting, noise, and safety. Elements of the physical work environment for example lighting, cleanliness, air circulation, security, color.

The non-physical work environment is all conditions that occur related to work relationships, both with superiors and with co-workers, or with subordinates. The elements of the non-physical work environment include are: (1) Relations between superiors and subordinates occur when superiors give tasks to be carried out by their subordinates, information from subordinate leaders can include many things such as tasks to be carried out by subordinates, organizational policies, goals to be achieved and changes in policies, a comfortable work environment will make the two parties between superiors and subordinates able to improve each other's performance and; (2) The relationship between employees in the work environment, within the company is something that cannot be separated because it will lead to a level of satisfaction with employee performance, environmental citation in completing work, and interactions between employees to create smooth work (Farisi & Lesmana, 2021).

Efforts to create a healthy and productive work environment include providing a comfortable and safe workspace, ensuring employees have the necessary resources and support to get the job done, and building a positive and inclusive corporate culture. This can help create a work environment that motivates employees, improves performance, and provides higher job satisfaction.

Performance is an overview of the level of implementation of an activity in realizing organizational goals contained in the strategic planning of an organization. Azhad et al. (2020) defines performance as the result of work in quality and quantity achieved by an employee in carrying out his duties following the responsibilities given to him. The work results achieved by a person in carrying out the tasks assigned to him are based on the person's skills, experience, and sincerity as well as time. Simanjorang et al. (2021) states that work performance is generally associated with achieving predetermined work standards.

METHODS

This type of research is descriptive research conducted through a survey. This survey was conducted on all Medical Representative (MR) employees in the Asahan - Labuhanbatu area by distributing questionnaires via Google form to Medical Representatives (MR) in charge of the Asahan - Labuhanbatu area. The research time was approximately 3 months.

The population is a generalized area consisting of objects/subjects that have certain characteristics and have the same opportunity to be selected as members of the sample. Research can be carried out by examining a portion of the population (sample), it is expected that the results obtained can represent the nature or characteristics of the population concerned. The population referred to here is the Medical Representative (MR) Asahan Area - Labuhanbatu employees, totaling 30 people. To determine the number of samples, the author uses Ariyanto's opinion in Simanjorang (2020) that if the total population is less than 100 people, then the population becomes a sample (total sampling). The sample of this research is all employees, namely 30 people.

Primary data in this study were obtained through questionnaires or written lists of questions that had been formulated previously to be answered by respondents, and

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secondary data, was obtained from company data in the form of documentation, reports, literature, and the internet.

The hypothesis in this study is as follows:

H_{a1}: Interpersonal skills partially affect the performance of Medical representative (MR) employees in the Asahan area - Labuhanbatu

H_{a2}: Salesman skills partially affect the performance of Medical representative (MR) employees in the Asahan area - Labuhanbatu

H_{a3}: The work environment partially affects the performance of Medical representative (MR) employees in the Asahan - Labuhanbatu area

H_{a4}: Interpersonal skills, salesman skills, and work environment simultaneously affect the performance of medical representative (MR) employees in the Asahan area - Labuhanbatu

The t-test was conducted to see whether there was a partial or independent influence between interpersonal skills, salesman skills, and the work environment of Medical Representative (MR) employees in the Asahan - Labuhanbatu area. The t-test can be carried out using the criteria for testing the hypothesis, namely:

$t_{count} > t_{table}$ (α = 0.05), then Ho is rejected so Ha is accepted.

$t_{count} < t_{table}$ (α = 0.05), then Ho is accepted so Ha is rejected.

Joint hypothesis testing is carried out using the F test. The F test is carried out to examine the significant relationship between the independent variables and the dependent variable as a whole. The test is carried out by comparing the calculated significant level with a significant level of 0.05 (5%) with the following criteria:

If $F_{count} > F_{table}$ then Ho is rejected and Ha is accepted

If $F_{count} < F_{table}$ then Ho is accepted and Ha is rejected

RESULTS AND DISCUSSION

The following is a table of respondent data:

Table 1. Medical Representative Are Asahan-Labuhanbatu

No.	Pharmacy	Gender		Amount
		Man	Woman	
1.	Mercy	-	2	2
2.	berno	1	2	3
3.	Combiphar	1	-	1
4.	Promed	2	1	3
5.	Mepro	1	1	2
6.	Grace	1	-	1
7.	lapi	3	-	3
8.	Interbat	2	-	2
9.	Parmasolindo	1	-	1
10.	Sanbe	3	-	3
11.	Kalbe	2	-	2
12.	Pyridams	-	1	1
13.	Guardian	1	-	1
14.	Solas	2	-	2
15.	Simex	3	-	3
	Total	23	7	**30**

Source: Research results (2023)

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From the table 1 above it can be seen that there were 30 Medical Representatives for the Asahan-Labuhanbatu Area who were respondents in this study consisting of 23 men (77%) and 7 women (23%). This amount comes from 15 (fifteen) pharmaceutical companies.

Partial Test (t-test)

The t-test was carried out to see how much influence each independent variable has on the dependent variable. The independent variables consist of interpersonal skills, salesman skills, and work environment, while the dependent variable is performance.

The basis for decision-making:

1. If the sig value < 0.05 or $t_{count} > t_{table}$ then there is an influence between variable X on variable Y
2. If the sig value > 0.05 or $t_{count} < t_{table}$, then there is no influence between variable X on variable Y
3. $_{table}$ value is obtained by:
   Df = (nk-1) = (30-4-1) = 25, α = 0.05, t_{table} = 2.059

The results of the t-test can be seen in the table below:

Table 2. Partial Test Results

| | | Coefficients a | | | | |
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
Model		B	std. Error	Betas	Q	Sig.
1	(Constant)	14,573	3,656		1.2 47	. 226
	X1	. 246	. 095	. 385	2,565	. 018
	X 2	. 206	. 094	. 314	2,214	.0 35
	X3	. 294	.0 71	. 302	2.196 _	.0 36
a. dependent variable: performance						

Source: Research results (2023)

Information regarding table 2 is in the interpersonal skill variable (X_1), the $_{calculated\ t\ value}$ is 2.565 with a significant level of 0.018. Thus, the value of t_{count} is 2.565 > t_{table} is 2.059 with a significant level of 0.018 <0.05. So, it can be concluded that partial interpersonal skill (X_1) has a positive and significant effect on performance (Y). Thus, H1 $_{can}$ be accepted. Then in the salesman skill variable (X_2), the $_{calculated\ t\ value}$ is 2.214 with a significant level of 0.035. Thus, the value of t_{count} is 2.214 > t_{table} is 2.059 with a significant level of 0.035 <0.05. So, it can be concluded that partial salesman skill (X_2) has a positive and significant effect on performance (Y). Thus, H2 $_{can}$ be accepted. And in the work environment variable (X_3), the $_{calculated\ t\ value}$ is 2.196 with a significant level of 0.036. Thus, the value of t_{count} is 2.196 > t_{table} is 2.059 with a significant level of 0.036 <0.05. So, it can be concluded that partially the work environment (X_3) has a positive and significant effect on performance (Y). Thus, H3 $_{can}$ be accepted

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Simultaneous Test (Test F)

The F test was conducted to find out whether the independent variables, namely interpersonal skills, salesman skills, and work environment together have a significant influence on the dependent variable by using the following hypothesis: (1) If the sig value < 0.05 or F_{count} > F_{table} then there is a simultaneous effect of variable X on variable Y; (2) If the sig value > 0.05 or F_{count} < F_{table} then there is no effect of variable X simultaneously on variable Y; (3) Simultaneous testing (F) is carried out by comparing the $_{calculated}$ F with the value in the F table. The $_{calculated}$ F value can be obtained from the SPSS test results and the $_{table\ F\ value}$ used is the F value with degrees of freedom (df) at df_1 = k-1 and df_2 = nk at α = 0.05, namely by: Df1 = 4-1 = 3, Df2 = 30-3= 26 (2.98)

The results of the F test can be seen in the table below:

Table 3. Simultaneous Test Results (Test F)

			ANOVA [b]			
	Model	**Sum of Squares**	**Df**	**Means Square**	**F**	**Sig.**
1	Regression	4 2 .008	3	12,386	11. 803	.000 [a]
	residual	124,901	30	1,789		
	Total	109,809	33			

• Predictors: (Constant), X3, X1, X2
• dependent Variables: Y

Source: Research results (2023)

Based on the table obtained mark F_{count} is 11.803 biggerthan F_{table} 2.98 (11.803 >2.98), And mark significant is 0.000 more smaller than α = 0.05 (sig < 0.05). So, H_0 is rejected and H_1 is accepted, meaning it is variable interpersonal skills salesman skills, And work environment in a manner togetherinfluential on performance variables.

The results of research on this variable through the t-test can be obtained t_{count} 2.565 > F_{table} 2.059 and the probability value is 0.018 <0.05 so, in this hypothesis, it can be concluded partially that interpersonal skills affect the performance of the Medical Representative Area Asahan - Labuhanbatu, so H_1 accepted. It is proven that interpersonal skills affect performance as research conducted by Amalia et al. (2018) at PT. United Tractors Tbk.

The results of research on this variable through the t-test can be obtained t_{count} 2.214 > F_{table} 2.059 and the probability value is 0.035 <0.05 so, in this hypothesis, it can be concluded partially that salesman skills have a significant effect on performance at the Medical Representative Area Asahan - Labuhanbatu, so H1 accepted. It is proven that salesman skills affect performance as research conducted by Maulana & Wijayanto (2019) at PT. Nasmoco Youth Semarang.

The results of research on this variable through the t-test can be obtained t_{count} 2.196 < F_{table} 2.059 and the probability value is 0.036 < 0.05 so, in this hypothesis, it can be concluded partially that the work environment has a significant effect on the performance of the Medical Representative Area Asahan - Labuhanbatu, so that H_1 accepted. It is proven that the work environment influences performance as research conducted by Asmoro (2022) at PT. Source of Healthy Living Surabaya.

The results of research on this variable through the F test can be obtained F_{count} 11.803> F_{table} 2.98 and the probability value is 0.00 <0.05 so, in this hypothesis, it can be concluded that simultaneously interpersonal skills, salesman skills, and work

environment positive and significant effect on the performance of the Medical Representative Area Asahan - Labuhanbatu.

CONCLUSION

In this study, the results showed that partially, interpersonal skill, salesman skill, and work environment had a significant influence on the performance of the Medical Representative Area Asahan - Labuhanbatu region with a calculated t value greater than the t_{table} value, with a smaller significance level from 0.05. Simultaneously interpersonal skills, salesman skills, and work environment have a positive and significant effect on the performance of the Medical Representative Area Asahan – Labuhanbatu.

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