

EFFECTIVENESS ANALYSIS CAPABILITIES SALES PERSONNEL ON VALUE CO-CREATION

R.A. Marlien

marliennasehat@gmail.com

Alimaskur

maskur@unisbank.ac.id

Mulyobudi Setiawan

mulyobudisetiawan@gmail.com

Universitas Stikubank Semarang Indonesia

ABSTRACT

Purpose- This study focuses on customer involvement in planning and deciding the products and services that will be purchased through a salespeople. Companies, salespeople and customers have the resources and competencies are different, they work together to achieve a common goal. The marketing concept that puts the customer as recipients of products and services called centered on enterprise (firm-centric) means that companies that have the resources initiative to create products and services while customers are passive party. Developments in information technology led to the company changing the paradigm becomes centered on the customer (customer-centric). Customers actively involved in the creation of a value corresponding to the desired and the customer experience. This study of the relationship between companies and customers that are based on the theory of collaboration, customer value and relationship marketing. This study was conducted on the insurance companies because of the nature of the recruitment of customers in introducing the product benefits, the role of the salespeople is very intense. Salespeople than as a power marketer in introducing the product also acts as a financial consultant in explaining the invested capital as well as in the long run. **Metodelogi-** method used to analyze the model is multiple regression with respondents in the customer life insurance company in Semarang a sample of 100 respondents customers.

Findings- The results of this study to establish the basic theoretical and empirical models based on the theory of relationship marketing and customer value.

Keywords: customer participation, collaboration, customer perceived value, salespeson, co-creation

INTRODUCTION

Salesperson capability is the ability to get information from the buyer or customer is through asking buyers and listening to the customer, then use the information that he has to be able to explain the product to the buyer, and also get important information in relation to the products offered. According to Baker (1999), that need to be observed to produce a profit is the salesperson is able to communicate the benefits of the product to the customer. This is in accordance with the understanding given Teas, Wacker, and Hughes (1979) that the salesperson company is spearheading to bring in profits. The activities serve customers that they do is to produce a good marketing performance.

Aspects of technical competence salesperson in sales activity reflects the competency of the salesperson. Relevance to the transaction activity of goods or services which are often shown to the customer in the form of information (knowledge about products, markets and logistics) provided by the salesperson. Salesperson in the capability to explain, persuade and give confidence to customers is the key factor of success in sales performance.

The good cooperation and inten between salespeople and prospective customers / clients (prospects), will have an impact on the performance of the salesperson. In financial services such as insurance cooperation required strong collaboration so that both parties benefit expected. The active involvement of customers and salesperson on product knowledge and understanding of the investment will yield a value reserved together (co-creation) is a unique and superior in accordance with the client's ability.

The marketing concept involving the company, competitors and consumers active in providing products and services called collaborative marketing. The collaboration will generate a unique co-creation makes its own advantages for the company. Co-creation gives space to the customers or end users are actively involved in pre-purchase and post-purchase. In the event a customer tried to use the influence of their innovative ideas on the business system. The influence at certain stages the activity of design, process or service or hand delivery (Pralhad and Ramaswany 2004a; Chesbrough, 2007; Derojeda, Verzijl, and Nagtegaal 2014).

From some empirical research and case studies that technological information through the web and social media allow exploration strategy which resulted in the development of new products and services by engaging customers. The cooperation is conducted with the aim of reducing the risks, costs, capture share creative ideas, share

knowledge and technology. (Chesbrough, 2003; Prahalad & Ramaswany, 2004a; Chesbrough, 2007; Ophof, 2013a; Filieri, 2013).

However, research on the participation of the customers involved in the development of their products lack adequate technical knowledge and lack of understanding of the articulation of their needs in the manufacture of innovative products so that value co-creation less successful (Christensen, 1997; Leonard and Rayport, 1997; Bogers, 2010).

Below is some research that supports and does not support the success co_creation value:

Table 1 Research Gap

| Model | Support | Reject |
|-------------------|--|---|
| Co-Creation Value | Chesbrough (2003) Pralhad dan Ramaswany (2004) Chesbrough (2007) Ophof (2013) Filieri (2013) | Christensen (1997) Leonard dan Rayport (1997) Bogers (2010) |

Sumber: Berbagai jurnal

The phenomenon of the insurance industry in Indonesia still open a huge opportunity, because of the potential population of 254.9 million people (BPS, 2015). Overview total insurance customers in 2015 was 57.02 million (22.37%) of the total population in 2014 compared with a current population was 252 million, the total amount insured 46.41 million (18.42%) (AAJI , 2015). This condition shows there is an increasing awareness in Indonesia of the importance of financial planning and the preparation of future protection for themselves and their families.

Life insurance products less attractive to people in Indonesia are caused by many things such as research conducted Rochma, (2007), where income levels are not high cause the insurance has not been a top priority. Other causes, lack of education by the insurance company so that customers lack the right information. According to research conducted by Khair (2014), which is less good corporate image led to a lack of public confidence in the insurance rate.

Companies need a mediator or agent / salesperson to deliver and inform knowledge of the product to the customer. The role of a salesperson for life insurance companies is very important in educating, introduce, influence and persuade customers to buy life insurance products. As a creator of value, a salesperson is required to have communication skills, competencies, skills , hard work and smart work (Sujan, Weitz and Kumar, 1994).

LITERATURE REVIEW

Co-creation Value

Co-creation is a creative activity through the synergy of collaboration between companies and users to create value for customers. Approach using co-creation, allowing customers-companies-partners collect and produce creative ideas in the form of creating products, production processes and services. Co-Creation will produce a personalized, unique customer experience, ongoing revenue for the company, and increase the company's market performance (loyalty, long-term relationship, positive word-of-mouth from gethok-tular) (Pralhad and Ramasmamy 2000a). The views Vargo and Lusch (2008), about co-creation is the knowledge and skills that are the core of the service.

Customer value creation / CVC) starts on the transformation of the vision and mission in the company's development strategy, in the form of service to customers, which will affect the company's performance (increasing reputation, brand, customer behavior). Customer value creation includes the promise of enterprise value (value proposition) that will be provided to the customer, determines the value to be obtained from the company's customers and manage and optimize the exchange value of the desired value to the customer segment continuously (Hendra 2009).

Grönroos (2011) is the creator of customer value, because new customers will benefit if they have made a purchase and use. Suppliers are facilitators for resource value input into the process is produced by the supplier / company. Prahalad and Ramasmamy (2004) argues the traditional perspective on customer engagement implicitly looked value-creator and innovation as activities centered on the company, where most of the information flow in one direction from the customer to the company. Customers described as a passive recipient of innovation, where companies have limited knowledge about the customer experience.

S-D L is a service center focusing on the interaction between producers, consumers, and colleagues in the network offering and value creation as the parties involved creating value through collaboration. The paradigm shift, from the original Goods-Dominant Logic (GD L) becomes Service- Dominant Logic (SD L) in which individuals and groups (organizations) exchanging service / services, while goods, money, organization, and networking is an intermediary or institution in exchange process service / services. S-D L-view customers as the creator of shared values play an active role and be involved in the entire process chain services.

According to Parasuraman et al., (1985), that there are a number of gaps or gaps between customer expectations and perceptions of management. Studies conducted Rajagopal (2006); Bolton and Drew (1991); Zeithaml

(1988), that the difference in the perceived value or value gap occurs between what manufacturers are offering what customers really feel. Customers will be satisfied if the post-purchase ratings exceed what was expected.

Salespersons

One of the duties and responsibilities of a salesperson is to encourage the achievement of overall performance, referring to the ability / competence and expertise / skills they have. Salesperson capability is in addition to having the ability and skills they also demanded more detailed understanding of the values contained in the products, so that consumers will purchase believing that the product is in accordance with desired. According to Sujana et al. (1994) sales force activity can be interpreted as an effort and savvy salesperson with all the ability and expertise intended to obtain the expected outcomes. Studies Kohli, et al. (1998) suggested that the orientation of the salesperson is a form of desire increased capacity and expertise of the salesperson for learning. Salesperson activity is the activity of improving expertise, which is based learning to help them develop an understanding of the sales environment and increase knowledge on sales strategies accordingly.

Customer Participation

Customer participation involve voluntary actions of consumers to ensure that these services are not only delivered in a way that meets their needs (co-production) but also to improve the quality and benefits of the process.

In service industries, the customer is required to provide production resources in the form of information or transaction of business before the service can be delivered. As in financial services in this case is a life insurance services, customer engagement in providing information to professional financial advisors and jointly make decisions about an investment agreement. Decisions taken customers to engage in the purchase of insurance and investment at the same time, an intense cooperation and generate synergies for both parties.

Company as a service provider that offers the company's values (value-proposition) which is reflected in the products, shall be in accordance with the values of customer perceived in accordance with the benefits and sacrifices (take / benefit and give / sacrifice) (Graf & Maas, 2008). Qualitative research conducted by Zeithaml (1988); Woodall (2003); Kotler and Keller (2012) include benefits, tradeoffs, rational, perceptual attributes of the products offered. The researchers found the concept of perceived value of customers is the company's strategy to determine the needs and wants of customers according to expectations. In a service environment influence customer engagement, companies and employees in delivering the product to be a challenge for the service provider that understands the customer perceived.

However, research conducted Chang & Wang Shin-Wai, (2011) show the influence of the weak against the perceived-value customers in purchasing behavior / shopping online (on-line).

Customer participation in companies ranging from a pre and post purchase will produce high co-creation, this creates synergy effects for both parties. The result of this co-creation will be different when compared to working separately or partially by utilizing the integration of resources, competencies and knowledge sharing on an ongoing basis (Heinola, 2012, Grönroos 2011a, Vargo et al., And 2008a). The study was strengthened by Prahalad and Ramaswamy (2004), Thomke and von Hippel (2002) which says that customer participation can be done through product innovation, process innovation, and interactivity.

But according Hsiuju, Yen, Gwinner, and Su (2004), Kotabe & Scott (1995) that not all customers participation of the company can be run successfully. Failure in cooperation have a negative effect on the innovation of product development because of differences in resources and information disclosure.

Collaboration Value

Collaboration that integrates a variety of resources and competencies of each member collaboration will yield strength or great synergies.

Synergies according to Williams (2006) is a process in which the interaction of the involvement of two or more individuals or organizations will produce a combined effect greater than the effects of individual. The effects of synergy of the work or services will multiply exponentially called the collaboration synergy. Collaboration synergy built on a strong collaboration between organizations. Strong collaboration means that all parties are confident that the collaboration will result in something bigger / better, and do not attempt to perform actions opportunistic that would damage cooperation (Anderson and Narus, 1990; Muthusamy, 2007; Craig, 2005; Sawler, 2005). Essential elements to achieve the synergy of effective collaboration include collaboration, asertifitas, responsibility, communication, autonomy, transparency and coordination (Barret and Olivera, 2001; Stank, 1999).

Covey (2000) asserts that an important element in generating synergy in the partnership is the involvement of high emotional between the parties working together to achieve the desired result, based on a proactive effort to understand peer cooperation and not to be understood, opened wide to get alternatives best in the principle of cooperation and mutual mindset (win-win). According to Ganesan (1994), trust and dependence will affect the long-term orientation of the interconnected. Gunlach (1995) and Ayse (2008) asserts that the earnest commitment to cooperation is the trigger for creating low transaction costs and can reduce the opportunistic behavior of the actors working together.

Customer Perceived Value

Customer perceived value is the difference between the benefits obtained by the customers of a product with effort and sacrifice do to obtain and use the product. According to Huber (2001) customer value is an embodiment of all the company's efforts aimed at meeting the expectations and needs of customers as well as reflected in the goods and services offered to customers. Value-customers is an overall assessment of the usefulness customers a product that is based on the perception of what is acceptable and what is given (Zeithaml, 1987).

According to Graf and Maas (2008), the value-customers can be seen from the perspective of the company as the provider's central means the value offered by the company to the products, where customers can evaluate after the product is enjoyed or purchased. Perspective-customer perceived value indicates whether there is a match between the benefits and sacrifices. Customer perceived value is the customer feedback on promotions, benefits to the quality of service that has been perceived (individual / family / others) (Supriyanto, 2005).

Grönroos (2011), the customer is the co-creator or creators of value, because customers can benefit if they have made a purchase and use.

Customer value creation / CVC is the transformation of the vision and mission in the company's development strategy, in the form of service to customers, which will affect the company's performance (increasing reputation, brand, customer behavior). Customer value creation includes value proposition that will be provided to the customer, determines the value to be obtained from the company's customers and manage and optimize the exchange value of the desired value to the customer segment continuously (Henderson 2009).

Co-Creation will produce a personalized, unique customer experience, ongoing revenue for the company, and increase the company's market performance (loyalty, long-term relationship, positive word) (Prahalad and Ramasmamy 2000a). The views Vargo and Lusch (2008), about co creation is the knowledge and skills that are the core of the service. Dominant service logic or S-D logic is the basic framework of value co-creation is to shift the focus underlying the creation of value ranging from company's outcomes and exchange value (Vargo, Maglio, and Akaka 2008). Value received by customers is the difference between the total amount of value for the customer and for the total cost of the customer (Kotler, 2002).

Linkages between variables and Proposition

a. Link Between Customer Participation With Capability Salespersons

Customer participation that aims to create a co-creation through resource integration and implementation of competence in both parties are able to produce a synergistic effect on the co-creation. This is corroborated by research conducted Heinola (2012), Grönroos (2011a), Vargo et al., And (2008a) who said that the cooperation of the company and the customer will produce co-creation is high when compared with the separate employment by utilizing the integration of resources and application of competence and knowledge. In the financial business, especially life insurance that customer participation in interacting with salespeople is very high. The more customers trust with the salesperson higher customer participation in providing the information required in the insured in accordance with the theory of reasoned action (TRA) by Fishbein and Ajzen (1975). Based on the above can be formulated the following proposition:

P1: Customer Participation positive and significant impact on the capability salesperson.

b. Link Between Customer Perceive Value With Capability Salespersons

Graf and Maas (2008) as the company's central service provider means the value offered by the company to the products, must be in accordance with the perceived value of-the-customer in accordance with the benefits and sacrifices. A customer value proposition is an explicit promise made by the company to customers that it will provide a number of useful value creation (Buttle, 2009). Customers who feel they have greater profits than the cost incurred will feel more satisfied, more comfortable to believe in the transaction. Perceived value life insurance customers will be more confident if the benefit received is greater than the costs incurred Mardikawati and Farida, (2012). Based on the above can be formulated the following proposition:

P2: Customer Perceive value positive and significant impact on the capability salesperson.

c. Link Between Collaboration Value With Capability Salespersons

Collaboration to produce a shared vision, to build consensus on an issue or a problem, create a solution to the problem, and promoting the values together to produce a decision that benefits all parties (Simatupang and Sridharan, 2004). So collaboration is an interactive process that involves two or more participants to work together to get results that can not be resolved independently.

The study by Anderson and Narus (1990) measures the quality of collaboration between manufacturers and dealer organizations using indicators of satisfaction that cooperation between the parties and alliances age. This means that the more satisfied and more longevity cooperation is a reflection of improvements in the synergies of the cooperation.

While Covey (2000) asserts that an important element in generating cooperation is a high emotional involvement between the parties to cooperate. To achieve the desired result, building on a proactive effort to understand the

peer cooperation and not to be understood, wide open to get the best alternatives in cooperation and the principle of mutual mindset (win-win). Strong cooperation between organizations Anderson and Narus (1990), Muthusamy (2007), Craig (2005), Sawler (2005), meaning that all parties are confident that the partnership will produce something bigger / better, and do not attempt to act opportunistically which would undermine the cooperation.

Based on the above can be formulated the following proposition:

P3: Value Collaboration positive and significant impact on the capability salesperson.

d. Link Between Capability Salespersons With Co-Creation Value

The presence of the sales force in a system integrator services performed as a resource and facilitator in value between enterprises and customers through the process of value creation and value delivery plays an important role (Maglio and Spohrer, 2008; Spohrer, 2008; Vargo et al., 2008a). The salesperson's ability to provide an understanding of the product into its own power, where a salesperson must have intelligence, extensive knowledge (product, company values) and a good experience to be able to give an understanding and confidence in customers. This is consistent with research Yamoah (2013), Sujana et al., (1994), which shows that the capability salesperson can increase customer knowledge eventually increased sales.

Besides must have the competence and motivation of salespeople also must have a high capability: the ability to plan, define and communicate with target customers. Salespeople as a value creator and integrator between the company and the customer, then he should have the competence, capability, high motivation and communication in order to persuade and convince the customer to the products offered.

Based on the above proposition can be formulated as berikut:

P4: Capability salesperson positive and significant impact on the co-creation

Methodology

The sample used life insurance customers in Semarang as many as 100 people. The sampling technique used purposive sampling. The analytical tool used multiple regression.

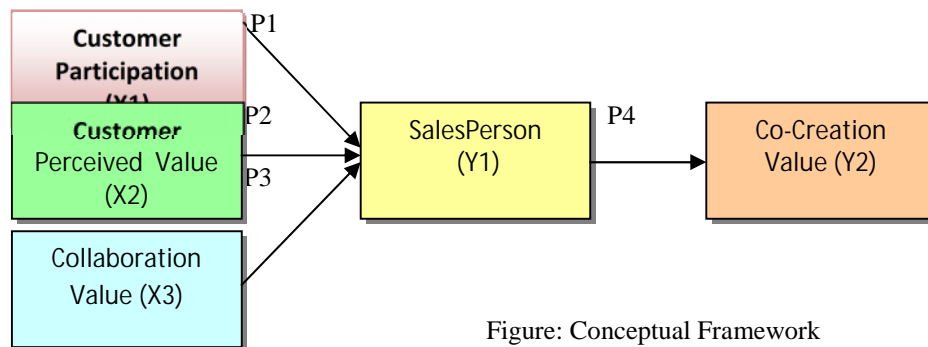


Figure: Conceptual Framework

CONCLUSION

The empirical model is expected to explain that the capacity of the sales force as the creator-value very important role in the value co-creation. Co-creation will be created if there is cooperation synergy between customer and salesperson in pre and post transaction. Given the insurance is a product that can be enjoyed or perceived benefits if there is accident or have matured in the long term. The role of customer participation in the process of purchase of life insurance products greatly affect the salesperson capability. Customers share the information possessed by the salesperson to ensure the products and services that will be used and the positive outcomes that will be accepted (Saxena, 2010). Likewise, the perception of customer perceived value affects how the capabilities of the sales force in educating customers.

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