

Psychological Contract Fulfillment in Moderating Achievement Motivation and Affective Commitment to Sales Force Performance

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ABSTRACT

Abstract

This study aims to determine the role of the Psychological Contract in mediating the Effect of Achievement Motivation and Affective Commitment on Sales Force Performance. This is a quantitative research with the survey approach. The number of samples is 130 people, observed using saturated/census sampling technique. Data were collected through a questionnaire, analyzed by Structural Equation Modeling (SEM) with the help of Partial Least Square (Smart PLS) software.

The results of the study found that Affective Commitment had an effect on Psychological Contract Fulfillment, t table 1.96, p value ($0.000 < 0.05$). Achievement motivation affects performance, t table 1.96, p value ($0.000 < 0.05$). Psychological Contract Fulfillment has an effect on Performance, t table 1.96, p value ($0.000 < 0.05$). In addition, it is also proven that Affective Commitment has an effect on performance, t table 1.96, p value ($0.000 < 0.05$). Achievement Motivation has an effect on Performance through Psychological Contract Fulfillment, t table 1.96, p value ($0.000 < 0.05$). Psychological Contract Fulfillment has an effect on performance, t table 1.96, p value (< 0.05). Affective Commitment has an effect on Performance through Psychological Contract Fulfillment, t table 1.96, p ($0.000 < 0.05$).

Based on the calculation results, it is also known that the R-Square value for the Psychological Contract Fulfillment variable is 0.403, meaning that Achievement Motivation and Affective Commitment contribute 0.403 or 40.3% to influence the Psychological Contract Fulfillment. Then, the R-Square for the variable is 0.660, meaning that Achievement Motivation, Affective Commitment, and Psychological Contract Fulfillment contribute 0.660 or 66.0% to Performance.

Kata Kunci: *psychological contract, affective commitment, affective commitment, and sales force performance.*