

## ABSTRACT

Money receives the most attention as reinforcer or motivator, and is even equated with reward systems by practicing managers, somehow, there is increasing evidence that contingently administered non-financial incentive can be a powerful reinforcer to increase employees performance as well.

The purpose of this research is to study the impact of non-financial incentive on salesforce performances. Also to identify the preferred non-financial incentive factor that has the greatest impact on salesforce performance in order to help the management level emphasizing on the compensation program and identifying which aspect of non-financial incentive can improve salesforce performances.

Salesforce performance is link to the organization performance, which all the factors are the dependent variables. While the non-financial incentive factors have been emphasized as the motivation factors based on the idea of Hygiene Theory.

The researcher selected the total number of 121 salespeople working in MSMS Company. The population of this research is the sales representatives, sales supervisors, and sales managers who work in the sales function of all product lines. Data collected in this research were gathered through distributing questionnaires with salespeople while asking question as a face-to-face was used for sales managers following the topic in the questionnaire. There are three parts in questionnaires, which comprised of the information of respondents, the information of factors in non-financial incentives, and the information of salesforce performance. These data were

analyzed through SPSS program. The Regression Analysis was used to test the hypotheses and to proceed the research objectives.

The research findings further highlight that all respondents have shown a level of their perception on the non-financial incentive factors provided by MSMS company, having the impact on their performance. However, each of the non-financial incentives has no impact on some areas of their performance factors.

The further findings is shown that even four variables of non-financial incentive have an impact on salesforce performance but achievement has the greatest impact on salesforce performance. As a result of this research in which MSMS Company's managers can be applied to guide in proposing MSMS's compensation program in the future in effective and efficient way for running business operations.

