

## **ABSTRACT**

*Every company has the desire to achieve its respective goals by getting profit in every business. Salesperson has an important role because it will have an impact on creating competitive advantage through achieving company goals. The importance of salespeople in the company because salespeople will deal directly with consumers to communicate the advantages of the company's products or services.*

*This study aims to determine and analyze what factors affect the performance of salespeople at the Prudential Life Assurance company in Bandung, and knowing the dominant factors that affect the performance of salespeople at the Prudential Life Assurance company in Bandung*

*The method used in this study is a quantitative method with confirmatory factor analysis method that can be used to confirm whether the measurement model developed is matched with what is hypothesized.*

*The population and samples in this study were salespeople at Prudential Life Assurance Bandung City, salespeople in 3 branches, namely: Jalan Moch Ramdan with 100 salespeople, 23 Paskal Hyper with 50 salespeople, Jalan Jendral Ahmad Yani with 50 salespeople. person. Of the total sales force, they are able to represent the answer to the phenomenon raised*

*The results of the factor analysis show that the factors that affect the performance of insurance salespeople in the Prudential Life Assurance company consist of 4 forming factors, this is according to the results of the total variance explained in initial eigenvalues, factor 1, namely the increase in the number of sales has a variance value of 52.56% of the diversity. total research items, factor 2, namely the achievement of sales targets, has a variance value of 11.4% of the total diversity of research items%, the third factor, namely customer growth, has a variance value of 8.16% of the total diversity of research items and the fourth factor namely the award has a variance value of 6.12% of the total diversity of research items*

**Keywords:** *Factor analysis, performance, PT. Prudential Life Assurance*