

## ABSTRACT

**FRISCA OCTAVIANA, S.PSI.**

**Competency Model as Selection Process Manual for Product Advisor at Indocare Group (Rostiana D.N., M.Si., Psi., & Zamralita, MM., Psi.); Psychology Study Programme, Postgraduate Programme, Tarumanagara University. (page 1 - 122, P1 – P3).**

Indocare Group viewed that the high turnover percentage of Product Advisor as a problem that needs immediate solution. This research was conducted in order to find the nature of the problem, yet the best solution. Based on the problem's analysis, the nature of the occurred problem because there was no valid reference in the selection's process of PA. Therefore, creating a valid competency model, viewed as the best solution for this problem. Subjects for this particular research divided in two groups, there are 10 subjects for collecting the primary data, and there are three subjects for collecting the secondary data. The method of this research was called sequential exploratory strategy, which is by combining the qualitative as the primary method and quantitative as a secondary method. Results of this research found that there are four core competencies Totalcare, which are achievement orientation, professional integrity, initiative, and teamwork and five job specific competencies for Product Advisor which are customer service orientation, interpersonal understanding, relationship building, sales ability, self-confidence, and tenacity.

**Keyword:** Selection process, competency, sequential exploratory strategy