Business Management
Vol. 5 No 1 Februari 2026
p-ISSN:*2828-7606,* ***e-ISSN:****2828-8203*
DOI: *10.58258/bisnis.v5i1.10340/https://ejournal.mandalanursa.org/index.php/Bisnis*

The Effect of Training and Motivational Sessions on Sales Performance of Multi-Level Marketing Distributors

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Article Info

Article history:
Accepted: 10 February 2026
Publish: 12 February 2026

Keywords:
Training;
Competence;
Distributor;
Performance;
Fohoway.

Abstract

This study aims to analyze the effect of training and motivational sessions on the sales performance of Fohoway distributors. Distributor performance is a key factor in the success of network-based marketing systems (MLM), which rely heavily on individual capabilities in selling products, building relationships, and maintaining performance consistency. This research employed a quantitative approach with an associative research design. Data were collected through questionnaires distributed to Fohoway distributors who had participated in the Core Training Camp program and motivational sessions. Data analysis techniques included validity and reliability tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination using statistical software. The results indicate that both training and motivational sessions have a positive and significant effect on the sales performance of Fohoway distributors, both partially and simultaneously. These findings provide practical implications for Fohoway management in designing more targeted training and motivational programs to improve distributor performance.

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1. INTRODUCTION

Human resources are a strategic asset in determining organizational success, including companies operating in network-based marketing such as Fohoway. Individual performance plays a crucial role in achieving organizational targets because it is directly related to productivity and business sustainability (Dessler, 2020). The sales performance of distributors reflects individual capabilities in achieving sales targets, maintaining service quality, and building customer relationships (Mangkunegara, 2017).

One of the key factors influencing performance improvement is training. Training is defined as a systematic process aimed at enhancing individuals' knowledge, skills, and work attitudes to enable them to perform their jobs more effectively (Sikula in Mangkunegara, 2017). In addition to training, work motivation is also a critical determinant of performance. Robbins and Judge (2019) explain that motivation determines the intensity, direction, and persistence of an individual's effort toward achieving work goals. Previous studies have shown that training and motivation are positively related to employee performance (Wibowo, 2020; Luthans, 2021).

Although many studies have examined the relationship between training, motivation, and performance, most were conducted in formal organizational contexts such as manufacturing firms and government institutions. There is still limited empirical evidence

that specifically examines the effect of training and motivational sessions on the sales performance of distributors in multi-level marketing (MLM) companies, which are characterized by independent work patterns, network-based operations, and strong reliance on intrinsic motivation. Therefore, this study seeks to address this research gap by examining the effect of training and motivational sessions on the sales performance of Fohoway distributors.

Based on the above discussion, this study focuses on three main variables: training (X1), motivational sessions (X2), and distributor sales performance (Y). Training is conceptualized as a structured learning process to enhance work-related competencies (Mangkunegara, 2017), while work motivation refers to internal and external drives that influence individual work behavior (Robbins & Judge, 2019). Sales performance reflects individual achievement in meeting sales targets and service quality standards (Dessler, 2020).

2. METHOD

This study employed a quantitative approach based on the positivist paradigm with deductive reasoning. The research design was a cross-sectional survey, in which data were collected at a single point in time using a questionnaire instrument.

The research subjects were Fohoway distributors who had participated in training and motivational programs, with a total population of 37 individuals. The sampling technique used was saturated sampling (census), in which all members of the population were included as research respondents (n = 37). This approach was chosen to ensure comprehensive representation of the actual conditions of Fohoway distributors.

Data were collected using a structured questionnaire developed based on indicators of training, motivational sessions, and sales performance. All questionnaire items were measured using a Likert scale. Instrument testing was conducted through validity and reliability tests to ensure data quality and consistency.

Data analysis techniques included classical assumption tests, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and coefficient of determination (R^2) to determine the contribution of independent variables to the dependent variable. Data analysis was conducted using SPSS software.

3. RESULTS AND DISCUSSION

Respondent Characteristics

Tabel 4.1

Table 4.1 Respondent Data by Distributor Level

Rank	Frequency	Precentage
Phoenix Ambassador	1	3%
7 Star Director	1	3%
5 Star Director	2	5%
3 Star Director	1	3%
1 Star Director	6	16%
Diamond	7	19%
Shappire	3	8%

Emerald	2	5%
Platinum	14	38%

Source : Data processed using SPSS 29 macOS

The respondents in this study consisted of 37 distributors from a multi-level marketing company operating in the research area. The respondents represented various distributor ranks, ranging from Platinum, Sapphire, Diamond, 1 Star Director, 3 Star Director, and 5 Star Director, to Phoenix Ambassador as the highest honorary rank.

Descriptive Statistics of Research Variables

Table 4.2 Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Training	37	8.00	40.00	35.0541	7.96850
Motivation	37	6.00	30.00	26.0000	5.93951
performance	37	9.00	45.00	39.2432	8.90195
Valid N (listwise)	37				

Source : Data processed using SPSS 29 macOS

Based on the descriptive statistical analysis of 37 respondents, the training variable had a mean score of 35.05 with a standard deviation of 7.97. The motivation variable had a mean score of 26.00 with a standard deviation of 5.94. Meanwhile, the sales performance variable recorded a mean score of 39.24 with a standard deviation of 8.90.

These results indicate that, in general, the levels of training, motivation, and sales performance among distributors were relatively high, with a reasonable variation in respondents' answers.

Instrument Quality Testing

Table 4.3 Validity Test Results for X1 (Training)

No	Validity Test for Variable X1		
	r - value (Calculated)	r-value (table)	Result
X1.1	0,931	0,325	Valid
X1.2	0,937	0,325	Valid
X1.3	0,911	0,325	Valid
X1.4	0,915	0,325	Valid
X1.5	0,887	0,325	Valid
X1.6	0,942	0,325	Valid
X1.7	0,942	0,325	Valid
X1.8	0,947	0,325	Valid

Source : Data processed using SPSS 29 macOS

Table 4.4 Validity Test Results

No	Validity Test for Variable X2

	r - value (Calculated)	r-value (table)	Result
X2.1	0,926	0,325	Valid
X2.2	0,932	0,325	Valid
X2.3	0,955	0,325	Valid
X2.4	0,934	0,325	Valid
X2.5	0,878	0,325	Valid
X2.6	0,907	0,325	Valid

Source : Data processed using SPSS 29 macOS

Table 4.5 Validity Test Results for Performance (Y)

No	Validity Test for Variable Y		
	r-value (table)	r-value (table)	Result
Y1	0,948	0,325	Valid
Y2	0,963	0,325	Valid
Y3	0,957	0,325	Valid
Y4	0,909	0,325	Valid
Y5	0,921	0,325	Valid
Y6	0,754	0,325	Valid
Y7	0,921	0,325	Valid
Y8	0,889	0,325	Valid
Y9	0,928	0,325	Valid

Source : Data processed using SPSS 29 macOS

Table 4.6 Reliability Test Results for X1 (Training)

Reliability Statistics

Cronbach's Alpha	N of Items
.975	8

Source : Data processed using SPSS 29 macOS

Based on the reliability test results, Cronbach's Alpha was 0.975. Therefore, it can be concluded that the questionnaire items for variable X1 (training) are reliable, as the Cronbach's Alpha value of 0.975 exceeds the minimum acceptable threshold of 0.60.

Table 4.7 Reliability Test Results for Variable X2 (Motivation)

Reliability Statistics

Cronbach's Alpha	N of Items
.963	6

Source : Data processed using SPSS 29 macOS

Based on the reliability test results, Cronbach's Alpha was 0.963. Therefore, it can be concluded that the questionnaire items for variable X2 (motivation) are reliable, as the Cronbach's Alpha value of 0.963 exceeds the minimum acceptable threshold of 0.60.

Table 4.8 Reliability Test Results for Variable Y (Sales Performance)

Reliability Statistics

Cronbach's Alpha	N of Items
.973	9

Source : Data processed using SPSS 29 macOS

Based on the reliability test results, Cronbach's Alpha was 0.975. Therefore, it can be concluded that the instrument for variable Y (sales performance) is reliable, as the Cronbach's Alpha value of 0.975 exceeds the minimum acceptable threshold of 0.60.

Classical Assumption Tests

Table 4.9 Normality Test Results

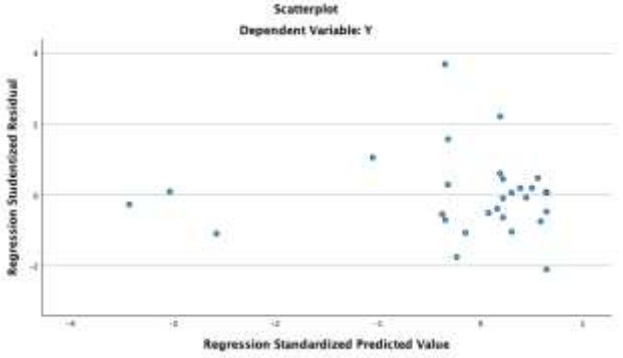
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			37
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.82363018
Most Extreme Differences	Absolute		.205
	Positive		.205
	Negative		-.116
Test Statistic			.205
Asymp. Sig. (2-tailed)[c]			<.001
Monte Carlo Sig. (2-tailed)[d]	Sig.		<.001
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.001

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source : Data processed using SPSS 29 macOS

Table 4.8 Heteroscedasticity Test Results



Source : Data processed using SPSS 29 macOS

Based on the scatterplot, the data points are dispersed above and below (or around) zero and do not cluster only on one side. The distribution of points also shows no clear pattern. Therefore, it can be concluded that the data used in this study do not exhibit heteroscedasticity.

Results of the Coefficient of Determination Test

Table 4.4.3 Coefficient of Determination (R^2) Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979[a]	.958	.956	1.87650

a. Predictors: (Constant), Motivasi, Pelatihan

Source : Data processed using SPSS 29 macOS

Table 4.4.4 t-Test Results

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.540	1.424		.379	.707
Pelatihan	.737	.125	.660	5.887	<.001
Motivasi	.495	.168	.330	2.944	.006

a. Dependent Variable: Kinerja

Source : Data processed using SPSS 29 macOS

Table 4.4.5 F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2733.088	2	1366.544	388.085	<.001[b]
	Residual	119.723	34	3.521		
	Total	2852.811	36			

a. Dependent Variable: Kinerja

b. Predictors: (Constant), Motivasi, Pelatihan

Source : Data processed using SPSS 29 macOS

Effect of Training (X1) on Employee Performance (Y)

The regression coefficient for Training was B = 0.737, with a t-value of 5.887 and a significance level of $p < 0.001$. This indicates that Training has a positive and significant effect on Employee Performance. In other words, an increase in training is associated with an increase in employee performance, assuming other variables remain constant.

Effect of Work Motivation (X2) on Employee Performance (Y)

The regression coefficient for Work Motivation was B = 0.495, with a t-value of 2.944 and a significance level of p = 0.006 (< 0.05). These results indicate that Work Motivation has a positive and significant effect on Employee Performance. This means that an increase in employees' work motivation is associated with an improvement in their performance, assuming other variables remain constant.

Constant (Intercept)

The significance value of the constant was 0.707 (> 0.05), indicating that the intercept is not statistically significant. Methodologically, this is not problematic and does not affect the conclusions regarding the effects of X1 and X2 on Y.

Based on the t-test results, it can be concluded that:

Partially, Training (X1) has a positive and significant effect on Employee Performance (Y).

Partially, Work Motivation (X2) has a positive and significant effect on Employee Performance (Y).

Therefore, the partial hypotheses (H1 and H2) are accepted, indicating that Training and Work Motivation each have a significant effect on Employee Performance.

4. CONCLUSION

The partial test results (t-test) indicate that training has a positive and significant effect on the sales performance of MLM distributors, with a regression coefficient of B = 0.737, a t-value of 5.887, and a significance level of p < 0.001. The standardized beta coefficient (β = 0.660) shows that training is the most dominant variable in the model compared to work motivation.

These findings suggest that improving the quality of training—particularly in terms of product knowledge, sales communication techniques, and marketing strategies—makes a substantial contribution to enhancing distributors' sales performance. Practically, training functions as a mechanism for transferring competencies that directly improves distributors' ability to perform sales activities. This is further supported by the very strong correlation between training and performance (r = 0.973; p < 0.001), indicating that the relationship between the two variables is not only statistically significant but also practically meaningful.

Therefore, the results of this study provide empirical justification that training is a key driver in improving the sales performance of MLM distributors.

The Effect of Competence on Employee Performance

The t-test results indicate that work motivation has a positive and significant effect on the sales performance of MLM distributors, with a regression coefficient of B = 0.495, a t-value of 2.944, and a significance level of p = 0.006 (< 0.05). Although the effect is statistically significant, the standardized beta coefficient (β = 0.330) indicates that the magnitude of the effect of work motivation is smaller than that of training.

These findings suggest that work motivation functions as an internal driving factor that helps distributors optimize their performance; however, its effect is relatively weaker compared to improvements in technical competencies gained through training. Conceptually, motivation without adequate competence tends to result in suboptimal effort, while competence without motivation may also not be fully utilized. The very strong correlation between work motivation and performance (r = 0.957; p < 0.001) indicates that distributors with higher motivation tend to demonstrate better performance, although the magnitude of its contribution is not as dominant as training when examined partially in the regression model.

Therefore, the results of this study confirm that work motivation remains an important determinant of MLM distributors' sales performance, although its role is more supportive in nature compared to training.

Based on the results and discussion presented in the previous sections regarding the effects of training and work motivation on the sales performance of MLM distributors, the following conclusions can be drawn:

1. Training has a positive and significant effect on distributors' sales performance.
   This finding indicates that the training provided is able to enhance distributors' knowledge, skills, and capabilities in carrying out sales activities, which directly contributes to improved sales performance.

2. Work motivation, partially, does not have a significant effect on distributors' sales performance.
   This suggests that work motivation alone is not sufficient to improve sales performance if it is not supported by adequate skills and competencies acquired through training.

3. Training and work motivation simultaneously have a significant effect on distributors' sales performance.
   This indicates that improvements in sales performance will be more optimal when training that enhances distributors' technical capabilities is supported by work motivation that encourages consistency and enthusiasm in applying the outcomes of training.
   Thus, all research objectives have been achieved, and all research questions formulated in this study have been adequately addressed.

5. ACKNOWLEDGMENTS

The author would like to express sincere gratitude to Fohoway for granting permission and providing support during the research data collection process. The openness and cooperation of the company greatly facilitated the smooth implementation of this study.

The author also extends appreciation to Universitas Pertiwi for its academic support and a conducive learning environment that enabled the successful completion of this research.

The author expresses the deepest gratitude to the supervisors and lecturers for their guidance, constructive feedback, and continuous support throughout the research and writing process. Their scholarly insights and academic rigor contributed significantly to improving the quality of this article.

Finally, the author would like to thank his parents for their unwavering moral support, prayers, and encouragement, which made it possible to complete this academic journey successfully.

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