

Integration of Social-Micro Learning and Structured E-Learning in Improving Salesforce Competence and Effectiveness in the Digital Era: A study on the Automotive Distribution Network

Vita Maya Kusumawati

Kampus A, Universitas Trisakti, Sekretariat S3 Manajemen, Gedung S, Lt.6, Jl.Kyai Tapa no.1, Grogol, Jakarta Barat 11440

[https://doi.org/10.35609/gcbssproceeding.2026.1\(46\)](https://doi.org/10.35609/gcbssproceeding.2026.1(46))

ABSTRACT

This research aims to analyze and examine the effectiveness of a digital training ecosystem that integrates two primary channels: Structured E-Learning (LMS-based) and Social-Micro Learning (Instagram-based), in enhancing sales force competency and performance within the automotive industry. The phenomenon of digital disruption and shifting consumer behavior demands that sales forces possess high information speed and adaptive skills. However, traditional training models often face geographical constraints and structural rigidity in reaching extensive and fragmented distribution networks. Using a quantitative approach, this study tests a mediation model connecting formal and informal digital training channels to sales force effectiveness, with competency as the central intervening variable. The research population consists of salespersons in automotive Distribution Network with samples selected using proportional sampling. The research findings are expected to provide theoretical contributions to the Human Resource Management (HRM) literature regarding the synergy between formal and informal learning within digital ecosystems. Practically, this study offers a framework for automotive principals and their partner networks to optimize social media as a strategic competency development tool.

JEL Codes:

Keywords: *Structured E-Learning, Social-Micro Learning, Sales Competency, Sales Force Effectiveness, Automotive Distribution Network.*