

ABSTRACT

The aims of this research are: first, to investigate the influence of commitment to distribution channel effectively. The second is to investigate the influence of ability to fulfill to distribution channel effectively. The third is to investigate the influence of company characteristics to distribution channel effectively. The fourth is to investigate the influence of distribution channel effectively to company performance.

Population of this research is distributors of Wavin pipes in Central Java and Yogyakarta provinces. Respondents of 125 are taken with census method. Data are collected with questionnaires using 5 likert scales. Data are analyzed using Multiple Regression Analysis under SPSS 13 program.

The analytical result shows t value is 5,847 with $P = 0,000$ at relationship of top commitment with distribution channel effectively (hypothesis 1 is accepted), $t = 3,766$ with $P = 0,000$ at relationship of *ability to fulfill* with distribution channel effectively (hypothesis 2 is accepted), $t = 5,458$ with $P = 0,000$ at relationship of company characteristics with distribution channel effectively (hypothesis 3 is accepted), and $t = 5,579$ with $P = 0,000$ at relationship of distribution channel effectively with company performance (hypothesis 4 is accepted).

This research theoretically and managerially implicated. In theoretical terms, this research supports previous research postulating commitment, ability to fulfill, and company characteristics will influence distribution channel effectively, and distribution channel effectively positively influences company performance. In managerial terms, this research contributes to decision makers to pay more attention to the commitment in purpose to improve distribution channel effectively and company performance.

Keywords: commitment, ability to fulfill, company characteristics, distribution channel effectively, company performance.