

ABSTRACT

The aim of this research is to investigate the influence of outlet relationship quality, and salesman ability, toward outlet performance. The usage of these variables are able to solve the arising problem within outlets of PT. Djarum.

Population used in this research were 100 outlet managers of PT. Djarum. The analysis technique using Statistical Package Social Science (SPSS) software to analyze the data.

The analysis results shows that influence of outlet relationship quality, and salesman ability, have influence in outlet performance. The effect of outlet relationship quality on outlet performance are positive significant; and The effect salesman ability on outlet performance are positive significant.

Key words : outlet relationship quality, salesman ability and outlet performance.