

ABSTRACT

This research is aimed to analyze the factors that influence selling-in performance Fren's products. The objects of this research are the outlet owners who sell Fren's products in Salatiga area. The problems of this research are: How to increase selling-in performance Fren's products through service quality and perceived value outlets? The aims of this research formulated to analyze the influence of service quality and perceived value outlets to selling-in performance Fren's products.

The techniques of sampling was purposive sampling method and number of samples is determined by the formula of Taro Yamane (1973, p.1088). The research used 76 respondents from at least 310 active outlets which sell Fren's products in Salatiga area. Data analysis used the Multiple Regression with SPSS 16 software.

In general, the results of analyze support the hypothesis. And the results of the statistic research shown that service quality and perceived value had positively and significantly influence to selling-in performance.

Key word: *Service Quality, Perceived Value, Selling-in Performance*