

ABSTRACT

The success of a product launch is strongly influenced by factors of the company, sales, and promotion strategies. Salesperson is seen as beneficial and profitable enterprise, given the success of launching new products may have implications for the creation of brand awareness in the minds of consumers. In 2009, PT Gudang Garam Tbk issued a new product that is Gudang Garam Surya 12 Premium. Phenomenon in the field today indicates that sales of tobacco products Surya 12 Gudang Premium salt has not increased despite the expected product launch activity has been frequently done but still many people who are not familiar with the new product that still has not been able to create brand awareness of the Gudang Garam cigarette products Surya 12 Premium. The purpose of this study is to determine: (1) influence the ability of salespeople to launch performance, (2) the influence of the distribution system of launching performance, (3) influence on the performance of launching promotional strategy, and (4) launching the performance impact on brand awareness.

The population in this study was Gudang Garam Premium product outlet in the city of Semarang and the sample in this study is the product outlets Gudang Garam Premium in Semarang as many as 100 outlets. Methods of data collection in this study using a questionnaire. Methods of data analysis using the Structural Equation Model (SEM) which had previously been tested feasibility test of construct validity and reliability of each question item.

The results showed that: (1) variable does not affect the ability of salespeople to launch performance, (2) the variable distribution system does not affect the launching of performance, (3) promotion strategy variables have a positive influence on the performance of launching, and (4) launching the performance variables have a positive impact on Brand Awareness. To improve the performance of launching, the most important thing a company needs to be done is to plan an effective promotional strategy and the maximum, because the sales strategy has a positive and significant influence on the performance of launching.

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Keywords: salesperson capabilities, distribution systems, promotion strategy, launch performance, brand awareness