

SELLING – IN PERFORMANCE ANALYSIS OF DISTRIBUTOR PT. ISTW SEMARANG

By :

Adi Poernomo
NIM 12010111400002

ABSTRACT

The aim of this research to analyze the effect of the relationship between the ability of the salesforce and outlet service strategy to selling – in performance of distributor from PT. ISTW Semarang as the manufacturer of galvanized pipe. It is cause of the problems from PT. ISTW who received the order of distributor that declined steadily for 3 years from 2010 to 2012.

Characteristics of the subject in this research were all agents, retailer and wholesaler which is intermediarer or link from PT. ISTW as the producer with the end user. The sample using census method for the research as much as 58 outlets of the PT. ISTW Semarang which are the agents from main distributors of PT. ISTW Semarang.

Results partially had a significant influence of each independent variable that is the ability of the salesforce to selling – in performance and outlet service strategy to selling – in performance. Reinforced by the data from multiple linear regression analisys using SPSS 15 version where is t count is 6,314 for the ability of the salesforce and 5,961 for outlet service strategy, with known t table is 1,673. It also gained significance t value of 0,00 which is smaller (<) by the standard error (α) Of 5% (0,05). In addition that shown from F value is 57,497 also show that the value greater than F table by using standard error 5% the obtained value is 3,164. This means that the ability of the salesforce and outlet service strategy have the same significant on the selling – in performance.

By determinant coefficient (R^2) of 0,676 indicates that the ability of the salesforce and outlet service strategy contributed 67,6% to the selling – in performance. The remaining of 32,4% is influenced by other factors that are not revealed in this research and suspected contribute to influence of selling – in performance.

Keywords : *The Ability of The Salesforce, Outlet Service Strategy, Selling – in Performance*