

ABSTRACT

This research propose model which analyze outlets performance of Pabrik Rokok Barito with testing factors suspected, i.e.: distributor satisfaction on salesperson's service and supplier reputation which influence trust to supplier, long-term relationship and then outlets performance.

This research uses 170 outlets of suppliers of Madja cigarettes produced by Pabrik Rokok Barito at Jepara. as research samples. Data analysis tools used in this research is Structural Equation Modeling (SEM) under AMOS 5.

The result of the data shows that research model has good fit and all the hypotheses can be proved. The conclusions are: distributor satisfaction on salesperson's service has positive influence to trusts to supplier; supplier reputation has positive influence to trusts to supplier. Then trusts to supplier have positive influence to long-term relationship, and long-term relationship has positive influence to outlets performance.

Based on the results of the research could be taken theoretical implications that this research gives more justifications for antecedents positively influence trusts to supplier, i.e.: distributor satisfaction on salesperson's service and supplier reputation. Managerial implications of this research are suggestions to managers to pay more attention to supplier reputation because this factor is the most dominant factor to trusts to supplier. Limitation of this research is the result of *squared multiple correlation* indicated less optimal of antecedent variables. Further research need to develop the model with adding dependency variable in suppose to improve *squared multiple correlation* become optimal.

Keywords: distributor satisfaction on salesperson's service, supplier reputation, trusts to supplier, long-term relationship, and then outlets performance.