

The Effect of Distribution Channels To Increase Sales Volume (Empirical Study on Home Industry "Mama Sticks", Jember)

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ABSTRACT

Marketing distribution channels used will greatly affect the magnitude of the volume of production and sales for the success of a company. From the foregoing it can be identified how the distribution system used by the company Home Industry "Mama Sticks", Jember, how the influence of each of the distribution channels of the sale on the Home Industry "Mama Sticks", Jember; as well as distribution channels which are the most efficient and profitable in the Home Industry "Mama Sticks", Jember. The data obtained were processed using Chi-Square with SPSS. Based on the results, it have 70 data that is processed with a percentage of 100% validity. Each of the distribution channels that implemented by home industry "Mama Sticks" Jember, they both showed an increase of sales volume, especially in this case in indirect distribution channels that have increased sales volumes by 24 data, more than the distribution channel directly representing only 11 upgrade data. Continuity Correction visible on Asimp value. Sig. 0.003. Because the value Asimp. Sig. 0.003 < 0.05, then it can be concluded that H_a is received, which means "there is a significant effect of increased sales volumes by distribution channels". This may imply that the distribution channel is also correlated with the increase in sales volume. With the implementation of effective distribution channels, companies can easily acquire customers quickly, making it easier for consumers to obtain the desired product, and the company memeprluas marketing of products produced so that eventually the company will be able to increase sales volume.

Keywords: *channel distribution, chi-square, the increase of sales volume*