

The Influence of Selling-In Distribution Performance With Marketing Performance Of Cigarette Company GH

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ABSTRACT

The successful performance of a company selling-in one of them by building a good relationship between the company with its customers so as to be able to face global competition. This research attempts to answer the phenomenon of business on Cigarette Company GH Maesan Bondowoso which shows the tendency of marketing performance, especially the realization of sales below the sales target and relatively fluctuate. Developed a study formed from literature review in order to answer the business phenomenon. This research model is also based on previous research. A model has been developed and seven hypotheses have been formulated to address this research problem. The sampling technique used purposive sampling. Respondents from this study amounted to 114 respondents, where respondents were 114 samples of the owners or responsible person outlets who sell products from Cigarette Company GH Maesan Bondowoso. The data analysis tool used is Structural Equation Modeling (SEM) in AMOS 22 program. The results of this research data analysis show the model and research results can be received well. This study proves that distributor relationship with outlet has a direct and insignificant effect on selling-in performance. The ability of the sales force has a direct and significant impact on the selling-in performance. Corporate image has a direct and significant impact on sales-in performance. Outlet service strategy has a direct and insignificant effect on selling-in performance. Selling-in performance has a direct and insignificant influence on marketing performance. The distributor's relationship with the outlet has a direct and insignificant influence on marketing performance. Outlet service strategy has a direct and insignificant influence on marketing performance. Managerial implications and research agenda were also discussed in this study. Some limitations of research and future research agenda can be used as a reference for further researchers.

Keywords: Distributor Relationship with Outlet, Ability of Marketing Personnel, Corporate Image, Outlet Service Strategy and Selling-in, With Marketing Performance.