

**ANALYZES THE FACTORS THAT AFFECT THE PERFORMANCE OF
CHANNEL KOMPAS NEWS PAPER DISTRIBUTION IN DEPOK**

By

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Abstract

Research which took title analyzes the factors that affect the performance of channel Kompas newspaper distribution in Depok by the number of respondents as many as 100 people. The study consisted of several factors: customer purchases, customer contacts, customer choice, persuasive communication, informative communication, transportation, storage, protecting the product, pure risk, speculative risk. This study aims to find out what are the dominant factor affecting the performance of the distribution channel KOMPAS news paper in Depok. In this study, factors known to be valid and can affect the performance of the distribution channel Kompas news paper in Depok, namely: customer contacts, storage, transport is, Protect product, pure risk, persuasive communication, Communication informative, speculative risk, Pieces price, customer purchases and customer choice. While the grouping of 10 variables which are divided based on the rotation, consisting of Factor Communications, Customer Contacts, Communications informative, pure risk, speculative risk. Security factors consist of, Customers Buying, persuasive communication, Protect product. Distribusi factors consist of, customer choice, Transportation, Storage.

Keyword : Factors, Distribution, Marketing Performance

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KINERJA SALURAN DISTRIBUSI SURAT KABAR KOMPAS DI KOTA DEPOK

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Penelitian yang mengambil judul analisis faktor-faktor yang mempengaruhi kinerja saluran distribusi surat kabar Kompas di Kota Depok dengan jumlah responden sebanyak 100 orang. Penelitian terdiri dari beberapa faktor yaitu pembelian pelanggan, kontak pelanggan, pilihan pelanggan, komunikasi persuasive, komunikasi informative, transportasi, penyimpanan, melindungi produk, resiko murni, resiko spekulatif. Penelitian ini bertujuan untuk mengetahui faktor apa sajakah yang mempengaruhi kinerja saluran distribusi surat kabar KOMPAS di Kota Depok. Pada penelitian ini diketahui faktor-faktor apa saja yang valid dan dapat mempengaruhi kinerja saluran distribusi surat kabar Kompas di Kota Depok, yaitu : Kontak pelanggan, Penyimpanan, Transportasi, Melindungi produk, Resiko murni, Komunikasi persuasive, Komunikasi informative, Resiko spekulatif, Potongan harga, Pembelian pelanggan dan Pilihan pelanggan. Sedangkan pengelompokan dari 10 variabel tersebut dibagi berdasarkan hasil rotasi yaitu, Faktor Komunikasi terdiri dari, Kontak pelanggan, Komunikasi informative, Resiko murni, Resiko spekulatif. Faktor Jaminan terdiri dari, Pembelian Pelanggan, Komunikasi persuasive, Melindungi produk. Faktor Distribusi terdiri dari, Pilihan pelanggan, Transportasi, Penyimpanan.

Kata kunci: Faktor-faktor, Distribusi, Kinerja Pemasaran