ABSTRACT

A good marketing performance showed a high level of sales, increasing the number of sales both in units of the product or in monetary units. The improved marketing performance marked also with good sales growth from year to year and higher growth than similar competitors and has a broad customer compared to previous years. This study aimed to analyze the influence of connection distribution and outlet , service outlets, brand equity and with the Capability selling and impact on the performance of marketing in outlet.

This study uses Structural Equation Modeling (SEM)*. The population used is the outlet customer's Visi Nusantara pratama Semarang, Salatiga and magelang. in years 2013-2015 . The samples used were 150 people with sample selection techniques using purposive sampling method.*

The results show that the service outlet of influence on the capability selling and distribution relationships affect the capabilitys selling, Brand Equity affect the capability sellling, capability selling affect the Marketing performance .

Keywords: Service Outlet, Distribution Relationships Outlet, Capability Selling, Marketing Performance

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