

ABSTRACT

Based on the current business phenomenon, the level of sales performance of retail outlets is quite fluctuating, one of which is influenced by the relationship or distributor interaction. A good relationship between distributors will correlate with the level of outlet service and the level of product knowledge distributed by the sales force. Therefore, the research problem examined in this study is how to improve sales performance in the outlets of Tegal City. The purpose of this study was to analyze the influence of distributor and outlet interaction, service outlets and brand equity on the ability to sell outlets and analyze the effect of the ability to sell outlets to sales performance at the outlet.

The population selected in this study is all cellular retail outlets under the distributor PT. Telefast Indonesia in the Tegal City. The number of respondents used in this study were 92 outlets. The sampling technique in this study is purposive sampling method. Data collection method is using a questionnaire. The data analysis method used is Structural Equation Modeling.

Based on research, distributor and outlet interactions, outlet services and brand equity have a positive effect on the ability to sell outlets. The ability to sell outlets has a positive effect on outlet sales performance.

Keywords: *distributor and outlet interactions, outlet services, brand equity, ability to sell outlets, sales performance at outlets.*

