

The Influence of Marketing Strategy and Distribution Channels on Marketing Performance Through Influencer Marketing in the Sei Mangkei Special Economic Zone

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ABSTRACT

This study aims to The Influence of Marketing Strategy and Distribution Channels on Marketing Performance Through Influencer Marketing in the Sei Mangkei Special Economic Zone. This study uses a quantitative approach with the Partial Least Square analysis method to test the relationship between variables. Secondary data used were obtained from questionnaires, with samples selected using the Structural Equation Modeling technique. The results of the study indicate that job security and organizational commitment have a positive effect on turnover intention and its impact on the performance of outsourcing employees.

Keywords : *Marketing Strategy, Distribution Channels, Marketing Performance*