

ABSTRACT

THE EFFECT OF DISTRIBUTION EFFECTIVENESS AND TRADE MARKETING ACTIVITIES ON MARKETING PERFORMANCE THROUGH PRODUCT AVAILABILITY AS AN INTERVENING VARIABLE AT PT GARUDAFOOD PUTRA PUTRI JAYA TBK

Rahel Angel Silaban
243304811027

This study aims to analyze the effect of distribution effectiveness and trade marketing activities on marketing performance through product availability as an intervening variable at PT Garudafood Putra Putri Jaya Tbk. The research was conducted using a quantitative approach with questionnaire distribution as the primary data collection method.

The population in this study consisted of employees involved in distribution and marketing activities at PT Garudafood Putra Putri Jaya Tbk. The sampling technique used was purposive sampling with a total of 178 respondents. Data analysis was carried out using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination analysis.

The results of the study indicate that distribution effectiveness has a positive and significant effect on marketing performance and product availability. Trade marketing activities also have a positive and significant effect on marketing performance and product availability. Furthermore, product availability has a positive and significant effect on marketing performance. The study also shows that product availability is able to mediate the effect of distribution effectiveness and trade marketing activities on marketing performance.

These findings indicate that improving distribution effectiveness and trade marketing activities can support product availability in the market, which ultimately improves the company's marketing performance. Therefore, PT Garudafood Putra Putri Jaya Tbk is expected to continue improving its distribution system and trade marketing strategies to maintain product availability and strengthen market competitiveness.

Keywords : Distribution Effectiveness, Trade Marketing Activities, Product Availability, Marketing Performance

