

ABSTRAK

Nama : Muhammad Fadli Hasballah
Program Studi : Magister Ilmu Manajemen
Judul : Pengaruh *Sales Contest*, *Promotion Policy* dan *Distributor Sales Person Incentives* terhadap *Sales Volume* pada PT Pupuk Iskandar Muda dengan *Distributor Marketing Performance* sebagai Variabel Mediasi

Penelitian ini bertujuan untuk menganalisis pengaruh *sales contest*, *promotion policy* dan *distributor salesperson incentives* terhadap *sales volume*, dengan *distributor marketing performance* sebagai variabel mediasi. Penelitian ini menggunakan metode *probability sampling* dengan pendekatan sensus, yaitu seluruh distributor resmi PT Pupuk Iskandar Muda dijadikan responden sebanyak 180 orang. Analisis data dilakukan dengan metode SEM-PLS menggunakan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *distributor salesperson incentives* dan *distributor marketing performance* berpengaruh signifikan terhadap *sales volume*. *Sales contest* tidak memberikan pengaruh signifikan dalam model. *Promotion policy* tidak berpengaruh signifikan terhadap *sales volume*, namun berpengaruh signifikan terhadap *distributor marketing performance*. Selain itu, *distributor marketing performance* terbukti memediasi pengaruh *promotion policy* dan *distributor salesperson incentives* terhadap *sales volume*.

Kata Kunci: *Sales Contest*, *Promotion Policy*, *Distributor Salesperson Incentives*, *Distributor Marketing Performance*, *Sales Volume*

ABSTRACT

Name : Muhammad Fadli Hasballah
Study Program : Magister Sains Management
Title : *The Influence of Sales Contest, Promotion Policy, and Distributor Salesperson Incentives on Sales Volume at PT Pupuk Iskandar Muda with Distributor Marketing Performance as a Mediating Variable*

This study aims to analyze the influence of sales contest, promotion policy, and distributor salesperson incentives on sales volume, with distributor marketing performance as a mediating variable. The research employed a probability sampling method with a census approach, whereby all official distributors of PT Pupuk Iskandar Muda totaling 180 respondents were included as participants. Data were analyzed using the SEM-PLS method through the SmartPLS 4.0 software. The findings indicate that distributor salesperson incentives and distributor marketing performance have a significant effect on sales volume. Sales contest does not have a significant impact in the model. While promotion policy does not significantly affect sales volume, it has a significant effect on distributor marketing performance. Moreover, distributor marketing performance is proven to mediate the influence of both promotion policy and distributor salesperson incentives on sales volume.

Keywords: Sales Contest, Promotion Policy, Distributor Salesperson Incentives, Distributor Marketing Performance, Sales Volume