

## DAFTAR REFERENSI

- Ailawadi, K. L., & Neslin, S. A. (1998). The Effect of Promotion on Consumption: Buying More and Consuming it Faster. *Journal of Marketing Research*, 35(3), 390–398.
- Alavi, S., Böhm, E., Habel, J., Wieseke, J., Schmitz, C., & Brüggemann, F. (2022). The ambivalent role of monetary sales incentives in service innovation selling. *Journal of Product Innovation Management*, 39(3), 445-463.
- Aldila, A. N., Salsabilla, A. Z., & Nurharyanti, N. (2024). Pengaruh Saluran Distribusi dan Kebijakan Promosi Terhadap Perilaku Pembelian Konsumen dan Dampaknya Terhadap Volume Penjualan. *Jurnal Ilmu Ekonomi, Manajemen dan Bisnis*, 2(1), 1-8.
- Ariesti Anggraeni, W., Sampe, F., Alfonsius, A., Rahyuniati, S., Susilawati, W., Ende, E., ... & Listiawat, L. (2023). Manajemen Pemasaran.
- Asyhari, A., & Yuwalliatin, S. (2020). Factors Affecting Salesperson Performance in SMEs Creative Industry of Central Java. *Jurnal Aplikasi Manajemen*, 18(1), 168-180.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction In Social Psychological Research : Conceptual, Strategic , And Statistical Considerations. 51(6), 1173–1182.
- Blattberg, R. C., Briesch, R., & Fox, E. J. (1995). How Promotions Work. *Marketing Science*, 14(3), G122–G132.
- Bondarenko, V., & Vyshnivska, B. (2023). Promotional marketing as a method of increasing sales. *Three Seas Economic Journal*, 4(2), 21-28.
- Bronnenberg, B. J., & Ellickson, P. B. (2015). Adolescence and the path to maturity in global retail. *Journal of Economic Perspectives*, 29(4), 113-134.
- Caturyana, R. (2021). *PENGARUH SALURAN DISTRIBUSI TERHADAP TINGKAT VOLUME PENJUALAN OLI EVALUBE PADA PT. SARANA LANCAR KARYA TEGAL* (Doctoral dissertation, Politeknik Harapan Bersama Tegal).

- Coughlan, A. T., & Joseph, R. (2012). *Sales Force Compensation: Research Insights and Research Potential*. Handbook of Marketing Strategy.
- Cristaux. (2024). Sales Incentives and Rewards.
- Dunan, H., Antoni, M. R., Redaputri, A. P., & Jayasinga, H. I. (2020). Analisis Faktor-Faktor yang Mempengaruhi Penjualan “Waleu” Kaos Lampung di Bandar Lampung. *JBMI (Jurnal Bisnis, Manajemen, dan Informatika)*, 17(2), 167-185.
- Etuk, A., Anyadighibe, J. A., James, E. E., & Egemba, P. M. (2022). Trade sales promotion and distributors’ performance of fast-moving consumer goods (FMCGS). *International Research Journal of Management, IT & Social Sciences*, 9(2), 254-263.
- Eunice S. Han and Annie goleman, daniel; boyatzis, Richard; Mckee, —Strategi Penjualan, *Journal of Chemical Information and Modeling* 53, no. 9 (2019): 14.
- Ezekiel, M. S., Ndem, S. E., & Eni, M. G. (2020). The Impact of Trade Promotion on Sales Volume in the Breweries Industry (A Study of Guinness Nigeria Plc). *Nigerian Academy of Management Journal*, 15(4), 1-15.
- Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics & management sciences*, 4(4), 1-6.
- Fatihudin, D., & Firmansyah, M. A. (2019). Pemasaran jasa: Strategi, mengukur kepuasan, dan loyalitas pelanggan.
- FORTUNA, D. (2022). *PENGARUH SALURAN DISTRIBUSI DAN PROMOSI PENJUALAN TERHADAP LOYALITAS PELANGGAN PADA PT. DIVIGA GARAM INDONESIA* (Doctoral dissertation, STIE PEMBANGUNAN TANJUNGPINANG).
- Gauri, D. K., Trivedi, M., & Grewal, D. (2018). *Understanding the Effects of a Sales Contest on Salesperson Performance*. *Journal of Retailing*, 94(1), 82–95.
- Ghosh, M., Dutta, S., & Stremersch, S. (2015). *Customizing Sales Incentives to Compensate Heterogeneous Salespeople in Multitask Environments: A*

- Theory and Empirical Test*. *Journal of Marketing Research*, 52(6), 768–787.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (Edisi 8). Cetakan Ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2019). *Partial Least Squares: Concepts, techniques, and applications using Smart PLS 3.0* (3rd ed.). Universitas Diponegoro Publishing Agency.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool In Business Research. *European Business Review*, 26(2), 106-121.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3).
- Hamid, R. S., Bachtiar, R. E. P., & Al Idrus, R. D. (2024). Peran Saluran Distribusi Dan Aktivitas Pemasaran Sosial Media Dalam Meningkatkan Kinerja Pemasaran Usaha Mikro Kecil Dan Menengah (Umkm). *Jurnal Bisnis dan Kewirausahaan*, 13(2), 159-168.
- Homburg, C., Jensen, O., & Krohmer, H. (2020). A Practical Approach to Sales Compensation. *Harvard Business School Review*.
- Ikbal, M., Saragi, S., & Sitanggang, M. L. (2021). The effect of sales distribution channels and promotion policies on consumer buying behavior and its impact on sales volume. *The International Journal of Business Review (The Jobs Review)*, 4(1), 23-32.
- IncentiveSmart. (2025). *Distributor Incentives Schemes That Boost Partner Sales*.

- Isyanto, P. (2024). Optimizing Fertilizer Distribution Performance, In Supporting Food Security Programs. *International Journal*, 5(10), 5533-5548.
- Johoran, S. S. (2019). Application of marketing mix elements to improve customer satisfaction of main library, University of Colombo. *Journal of the University Librarians Association of Sri Lanka*, 22(2).
- Kearney, T., Coughlan, J., & Kennedy, A. (2023). The influence of the physical work environment on retail employees. *Journal of Services Marketing*, 37(6), 719-731.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Magnotta, S., Murtha, B., & Challagalla, G. (2020). The joint and multilevel effects of training and incentives from upstream manufacturers on downstream salespeople's efforts. *Journal of Marketing Research*, 57(4), 695-716.
- Malik, A., Djaganata, A. Y., Kurniawan, N. E., & Oktavia, Y. (2024). Analisis Strategi Pemasaran pada Usaha Mikro Kecil dan Menengah (UMKM). *Jurnal Intelek Insan Cendikia*, 1(10), 7155-7169.
- Martowinangun, K., Lestari, D. J. S., & Karyadi, K. (2019). Pengaruh Strategi Promosi Terhadap Peningkatan Penjualan Di Cv. Jaya Perkasa Motor Rancaekek Kabupaten Bandung. *Jurnal Co Management*, 1(1), 139-152.
- Michael, A., & Ogwo, O. E. (2013). *The Impact of Trade Allowances on Distributor Sales Performance*. *International Journal of Business and Management Review*.
- Miswanto, R., & Arafah, W. (2022). *The Role of Distributor Marketing Performance in Mediating the Influence of Trade Promotions on Sales Growth*. *Jurnal Manajemen dan Pemasaran Jasa*, 15(2), 127–138.
- Nasution, M. I., Prayogi, M. A., & Nasution, S. M. A. (2017). Analisis pengaruh bauran pemasaran terhadap volume penjualan. *Jurnal Riset Sains Manajemen*, 1(1), 1-12.

- Obadia, C., Bello, D. C., & Gilliland, D. I. (2015). Effect of exporter's incentives on foreign distributor's role performance. *Journal of International Business Studies*, 46, 960-983.
- Pembi, S., Fudamu, A. U., & Adamu, I. (2017). Impact of sales promotional strategies on organizational performance in Nigeria. *European Journal of Research and Reflection in Management Sciences Vol*, 5(4), 31-42.
- Rachmawati, Dwi. (2024). "Stok Pupuk Subsidi Langka, Petani Terancam Gagal Panen di Akhir 2024", <https://ekonomi.bisnis.com/read/20240718/99/1783187/stok-pupuk-subsidi-langka-petani-terancam-gagal-panen-di-akhir-2024>
- Reward the World. (2024). Best Distributor Incentive Programs Revealed.
- SARI, F. R. (2020). Pengaruh biaya promosi terhadap volume penjualan di Toko Pusat Oleh-Oleh Pusako Minang Tabek Patah.
- Sekaran, U., & Bougie, R. J. (2019). *Research Methods For Business: A Skill Building Approach* (8th Edition). John Wiley & Sons.
- Septrianto, F. A. (2024). Pengaruh harga jual terhadap volume penjualan pupuk di PT Petrokimia Gresik menggunakan uji regresi linear sederhana. *Jurnal Pendidikan Tata Niaga (JPTN)*, 78-85.
- Shimp, T. A., & Andrews, J. C. (2019). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.
- Sigurdsson, V., Engilbertsson, H., & Foxall, G. (2010). The effects of a point-of-purchase display on relative sales: An in-store experimental evaluation. *Journal of Organizational Behavior Management*, 30(3), 222-233.
- Snipp. (2024). Distributor Incentive Programs and Loyalty Programs.
- Solimun, N., & Fernandes, A. A. R. (2017). *Metode Statistika Multivariat Pemodelan Persamaan Struktural (Sem) Pendekatan Warppls*. Malang.
- Suresh, C., Anandanatarajan, K., & Sritharan, R. (2015). Effect of sales promotion tools on customer purchase decision with special reference to specialty product (camera) at chennai, tamilnadu. *Asia Pacific Journal of Research*, 1(21).

- Van Loon, P., Deketele, L., Dewaele, J., McKinnon, A., & Rutherford, C. (2015). A comparative analysis of carbon emissions from online retailing of fast moving consumer goods. *Journal of Cleaner Production*, 106, 478-486.
- Van, H. K., Nguyen, A. T., & Nguyễn, T. T. N. (2024). Exploring the influence of transformational leadership on salesperson job performance: The mediating roles of self-efficacy and creativity in vietnamese smes. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 9(3), 1.
- Wahyuningtiyas, N., Sudarmiati, S., & Wardana, L. W. (2024). The Influence of Personal Selling, Innovation Capacity, and Distribution Effectiveness on the Marketing Performance of MSMEs with a Competitive Environment as a Moderation Variable. *Jurnal Bintang Manajemen*, 2(4), 45-73.
- Weitz, B. A., Castleberry, S. B., & Tanner, J. F. (2015). *Selling: Building Partnerships* (9th ed.). McGraw-Hill Education.
- Wielgos, D. M., Homburg, C., & Kuehnl, C. (2021). Digital business capability: its impact on firm and customer performance. *Journal of the Academy of Marketing Science*, 49(4), 762-789.
- Wijiono, S., Fawaid, A., & Kusbiantoro, S. (2024). Analisis Strategi Selling-In Hubungan Distributor Dengan Outlet dan Strategi Pelayanan Outlet Pengaruhnya Terhadap Kinerja Pemasaran Studi Pada CV. Papan Mandiri di Kabupaten Jember. *Bertuah Jurnal Syariah dan Ekonomi Islam*, 5(2), 253-265.
- Zinfi. (2024). Understanding and Managing Sales Incentives Programs.