SUMMARY

SUILAM THENG. Analysis of Distribution Strategy for Drinking Water *Pristine* Through Distributor Channel. Supervised by HENY K DARYANTO and KIRBRANDOKO.

Bottled Water Industry still has a large market share is about 84% of the total market share of the soft drink industry, and the industry is predicted to continue to grow. One brand of bottled water on the market is *pristine*. The word *pristine* is a term that means *pure and clean*. *Pristine* is mineral ionized mineral water in Indonesia which have value added of alkaline (high pH) to help neutralize acid in the body and has the antioxidant properties of high mineral content which can help better process metabolism. This advantages is not found on other brands.

Sales pristine marketing system through distributors (percentage 51 %) and direct sales to customers (percentage 49%). For sales made directly to the group most of the companies that became a captive market, it is a distinct advantage for marketing pristine. Sales of products through a distributor of pristine is real market, consumers from distributors mostly are agents who directly serve the end customers.

This study aims to (1) Evaluation of the performance of the distribution system implemented by PT Super Wahana Tehno (2) Evaluation of customer satisfaction and loyalty is a non captive market (3) Develop a strategy alternative distribution system PT Super Wahana Tehno.

The study was conducted on pristine distributor network during the period March-May 2013. Research approaches using descriptive method with restrictions on scope of company consumer customer satisfaction and benchmarking market leader brand Aqua, priority strategy is expected to be obtained input for PT. Super Wahana Tehno. Techniques of data collection by questionnaire survey, in-depth interviews, and focus group discussions. While the sampling technique was conducted using random sampling popoused. Samples taken by 42 consumer non-group companies are served by distributors.

Dimensions of customer satisfaction are : tangibles, service reliability, responsiveness, assurance, empathy, and loyalty. Distributor performance evaluation measured with 6 types varibael, they are : physical distribution knowledge, marketing knowledge, personal selling knowledge, financial knowledge, customer service knowledge, strategic planning knowledge. Measurement customer satisfaction through questionnaires using a Likert scale with 5 points and the composition of in-depth interviews for distribution system of market leader brand Aqua. Furthermore, the data were analyzed using descriptive analysis, SPPS software program, and expert choice software program.

Distributor performance evaluation based on the results of benchmarking results that the distribution system is carried out by a network of distributors pristine . they are : (1) distribution system is not based on standard delivery time (2) Distributor has not apply accurately control inventory (3) Distributors do not have a team of Sales and Marketing (4) Sales targets have not been based on historical of accurate sales data. (5) Handling all customer complaints are handled by the principal. (6) Standard payment system can not be set for all customers (7)
Development of product brand is still very limited (8) Communication between the principal and distributor is limited.

Results of customer satisfaction with correlation analysis showed that the dimensions of assurance gives a positive and significant relationship, amounting to 0.609 with p-value (0.000) < alpha 5%. Assurance established as one of the main factors for the determination of strategic alternatives in the distribution system. AHP is obtained for the order based on the value and priority factors respectively are: physical distribution knowledge (0.237), assurance dimension (0.236), knowledge of financial factors (0.196), factor marketing knowledge (0.091), customer service knowledge (0.084), personal selling knowledge (0.083), knowledge of strategic planning (0.073). The results of data processing for the dynamic strategic actor gives the following results: distribution manager (38%), sales and marketing teams (26%), and the delivery team (36%). Furthermore distributor for business purposes: to build a loyal customer networks (52%), implementing an effective distribution system (34%), which is a great benefit (14%). Strategic priorities for the distribution system is a network of distributors in sequence are as follows: On time delivery (0.238), high product quality assurance (0.209), responsiveness to customer complaints (0.156), a secure payment system (0.128), competitive advantages through product (0.112), set a target of getting new customers (0.092), buffer stock and the application of effective sales quota (0.065).

Conclusions in this study are as follows (1) Evaluation of pristine distribution system performance have not maximized yet, according to the results of benchmarking (2) Customer satisfy for all dimensions customer satisfaction. Correlation analysis gives the highest customer loyalty for assurance. (3) Alternative strategy distribution system that can be used by the company (a) the main factors that most influence is physical distribution system is a knowledge distribution (b) a distribution manager of the most important actors in determining the success of a distribution system implemented (c) major goals distributor is building a network of loyal customers (d) strategic priorities that must be done by the distributor is on time delivery.

Keywords: customer satisfaction, benchmarking, performance evaluation, drinking water, distribution system