

ABSTRACT

In essence, every human being has basic needs that must be met in order for life to run well. Clothing is one of the basic human needs. In complementing human needs, the company must conduct distribution channels to complement human needs. This is what underlies the researcher wanting to conduct research, with the hope that the researcher can find out the extent of the distribution channels that the company does.

GT Man is a product of PT Ricky Putra Globalindo which is a garment company. In dealing with distribution channels, the company feels that it is still ineffective in increasing sales volume. This is what underlies the researcher to know the extent to which the distribution channels carried out by PT Ricky Putra Globalindo affect the sales volume.

Based on the questionnaire that has been distributed by researchers, the results of respondents' responses to the distribution channel applied by GT Man are:

amounted to 90.34% which means in the very good category, while for the respondent's Sales Volume has a value of 80.62% which means that in the good category seen with the continuum line. The results of this study are the influence of Distribution Salura on Sales Volume at PT. Ricky Putra Globalindo with the results of the f test for f_{count} of Distribution Channels (X) $312.178 > f_{tabel}$ 3.94 so it can be seen that Distribution Channels affect Sales Volume, and contribution Distribution channels of 76.1%.

Keywords: Quantitative, Marketing, Distribution Chanel