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Influence Channel Distribution Against Sales Volume Fertilizer Dolomite at the Mina Tani Shop in Lubuk Sakat Village, Kampar Regency (Survey on Agents and Stores in Di Kampar Regency

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Abstract. In this study, two variables were used, namely distribution channels as the independent variable (X) and sales volume as the dependent variable (Y). This research was conducted with the aim of finding out the effect of distribution channels on the sales volume of dolomite fertilizer at the Mina Tani fertilizer shop, Lubuk Sakat village, Kampar district. used by the research is primary data collected through questionnaires. The hypothesis of this research is that it is suspected that there is a significant influence on distribution channels on the sales volume at the Mina Tani fertilizer shop on the Pekanbaru- Sungai Pagar main road, Stop Raja sub- district, Kampar regency. simple linear regression, coefficient of determination and hypothesis testing (T test) using SPSS 22, Based on analysis using the simple linear regression analysis method Y = 23,544 + 0.089 the results of hypothesis testing, the T test is 49,753 with a sig of 0.000, the t table is 2,035, in other words the calculated T is greater than the T table (6,710 + 2,035). So it can be concluded that Ho is rejected and Ha is accepted or it can be interpreted that distribution channels influence sales volume or there is a positive and significant influence between distribution channels on sales volume of dolomite fertilizer at Mina Tani fertilizer shops (survey of agents and fertilizer shops in Kampar Regency The coefficient of determination is 0.577 (57.7%), which means that the distribution channel has an influence of 57.7% on sales volume and 42.3% is influenced by other factors.

1. Introduction

In the modern era, various fields can be entered by industries or companies due to several factors, such as rapid changes in consumer preferences, technology, and competition. A company's success heavily depends on its ability to offer products in the market that meet consumer needs. To remain competitive, companies must engage in marketing activities through appropriate sales channels to achieve their goals. The primary goal of companies is essentially the same: to increase sales volume to ensure continuous profit growth, while still maintaining consumer satisfaction.

An equally important factor that should not be overlooked is the distribution channel, which delivers goods and services from producers to consumers. Distribution channels act as a medium through which goods flow from producers to intermediaries and finally to consumers, who are the end users of the produced goods. Another requirement that producers must not

neglect is product availability, ensuring that consumers can easily and quickly obtain the products when needed.

The organizational structure plays a vital role in managing a company or organization. With an organizational structure, the responsibilities and authorities of each party within the organization are clearly defined. The Mina Tani Fertilizer Store is a family-run business led by the first director, with roles including administration, finance, warehouse section, marketing, and distribution. Based on the above, sales volume largely depends on the optimal number of distribution channels used by the store to deliver its products to consumers. The following outlines the number of consumers and agents to be studied at the Mina Tani Fertilizer Store.

Table 1. Data on Number of Stores and Agents

Number of Stores	Number of Agents
10 Stores	25 Agents
Whole Store	35

Source: Mina Tani Fertilizer Shop

The population of this study consists of all agents and stores that serve as distribution channels for fertilizers at the Mina Tani Fertilizer Store, totaling 35 stores and agents located in Perhentian Raja Subdistrict, Kampar Regency.

Table 2. Incentive Data Purchase Fertilizer Dolomite

No	Name of fertilizer	Fertilizer prices	Total purchases	Discount
1	Dolomite	Rp.47,000	20-50 sacks	Rp.1000/ bag
2	Dolomite	Rp.47,000	50-100 sacks	Rp.2000/ bag
3	Dolomite	Rp.47,000	100 bags To on	Rp.3000/ bag

These are the dolomite fertilizer discounts available at the Mina Tani Fertilizer Store. If customers purchase in large quantities, they will receive larger discounts. The total purchase eligible for a discount starts at 20 sacks or more, with a discount of IDR 1,000 per sack. The largest discount is available for purchases of 100 sacks or more, offering a discount of IDR 3,000 per sack.

Table 3. Incentive Data Purchase Fertilizer Dolomite

No.	Month	Price / (sack)	Results sale	Total sale
1.	January	Rp. 42,000	1,182	49,644,000
2.	February	Rp. 47,000	1,521	71,487,000
3.	March	Rp. 47,000	1,838	86,386,000
4.	April	Rp. 47,000	1,953	91,791,000
5.	May	Rp. 47,000	1,114	52,358,000
6.	June	Rp. 47,000	2,237	105,139,000
7.	July	Rp. 47,000	904	42,488,000
8.	August	Rp. 47,000	2,521	118,487,000
9.	September	Rp. 47,000	1,643	77,221,000
10.	October	Rp. 47,000	2,036	95,692,000
11.	November	Rp. 47,000	2,005	94,235,000
12.	December	Rp. 47,000	2,640	124,080,000
Total		**-**	**21,594**	**1,009,008,000**

Table 3 shows the dolomite fertilizer sales volume at the Mina Tani Fertilizer Store, which fluctuated monthly throughout 2022. In May, the sales volume decreased from 1,953

sacks to 1,114 sacks. However, in June, sales rose to 2,237 sacks. In July, a significant drop occurred, reaching 904 sacks, which was the lowest recorded. In August, sales rebounded to 2,521 sacks, but in September, the sales volume declined again to 1,643 sacks. By October, sales increased to 2,036 sacks, slightly decreased in November to 2,005 sacks, and rose again in December to 2,640 sacks. Overall, the dolomite fertilizer sales at Mina Tani Fertilizer Store experienced fluctuations monthly.

Distribution channels are strategies that ensure products are available to consumers when needed, considering quantity, location, and timing. Various experts define distribution channels as follows:

1. Tarigan (2008): A distribution channel is a collection of independent organizations involved in making a product or service available for use or consumption.
2. Tjiptono (2002): A distribution channel is a route or series of intermediaries, either managed by marketers or independent entities, for delivering goods from producers to consumers.
3. Distribution channels are classified into direct and indirect channels:

Direct distribution: Links producers directly with end consumers without intermediaries. Indirect distribution: Utilizes one or more intermediaries (Indriani, 2018). Considerations in Distribution Channels (Tjiptono, 2008):

1. Product Considerations:
   a) Technical Nature: Highly technical industrial products often require direct distribution due to the need for specialized services before and after purchase.
   b) Unit Value: Lower unit value products tend to have longer distribution channels, but bulk sales may justify shorter channels.
2. Intermediary Considerations:
   a) Services Provided: Producers should select intermediaries that offer unique marketing services not technically or economically feasible for the company.
   b) Customer Services: Services like product delivery to homes or stores.
3. Store Considerations:
   a) Environment: During economic crises, producers prefer short distribution channels to minimize costs.
   b) Control Level: With better control over distribution channels, companies can aggressively promote and monitor inventory and retail prices.
4. Market Considerations:
   a) Number of Potential Customers: If potential customers are few, direct selling through in-house sales staff is more effective. For larger customer bases, intermediaries are preferable.

According to Tarigan (2008), sales volume is the total sales achieved or targeted within a specific period. Philip Kotler (2008) identifies sales volume indicators as follows:

a) Achieving Sales Volume: Sales volume represents the quantity of goods sold in a given period.
b) Generating Profit: Profit is the difference between revenue and expenses, serving as an operational activity measure.
c) Supporting Store Growth: The ability to increase sales boosts sales volume, enabling the store to sustain itself amid competition.

Issues Identified:

1. Declining demand from agents and stores, leading to reduced distribution and sales.
2. Limited distribution channels in Perhentian Raja subdistrict, impacting sales volume.

Research Objectives:

1. To examine the influence of distribution channels on dolomite fertilizer sales volume in Lubuk Sakat, Kampar Regency.
2. To analyze and explain the impact of distribution channels on dolomite fertilizer sales volume in Kampar Regency.

2.Research Methods

2.1 Type

Analysis Quantitative, namely data analysis with use formula statistics that is Simple linear regression for see how big is it the stated influences and relationships with numbers based on calculations. This research including in type study associative, where in the research associative This aiming For see connection between two variable or more. Result from study This that is for see connection between variables-variables through hypothesis testing. Which in the research This will explained about influence Channel Distribution (X) and Sales Volume (Y).

2.2 Research Location.

Research location This was done at the Mina Tani Fertilizer Shop located at JL. Pekanbaru -Sungai pagar Subdistrict King's Stop Regency, Riau. The researcher's reasons choose fertilizer dolomite in store mina farmer fertilizer as object study is Because fertilizer dolomite is fertilizers that have long been used by the parties plantation and also agriculture in the sub - district the king's stop or in cities others. For That the need for channel distribution towards good sales volume For business This, then from That researcher interested For analyze use channel distribution on sales volume in fertilizer dolomite.

2.3 Population and Sample.

1. Population. Population is a generalization area consisting of on: object / subject that has quality and characteristics certain conditions set by researchers For studied and then withdrawn conclusion (Sugiyono, 2017;80). So the population from study This is all Agents and Stores that become channel distribution fertilizer at Mina Tani Fertilizer Shop, which consists of 35 shops and agents in the sub - district King's stop in Kampar Regency.
2. Sample. According to Sugiyono (2016), a sample is a subset of the population that represents its characteristics. The sample must accurately reflect the population from which it is drawn. The sampling technique used in this study is total sampling, appropriate when the total population is relatively small, typically fewer than 100 individuals. In this research, the sample comprises all the shops and agents in Perhentian Raja District, Kampar Regency, who serve as distribution channels for dolomite fertilizer.

2.4 Types and Sources.

In taking and obtaining data in research this, researcher will to obtain from various supporting sources For discussion This that is :

1. Primary Data
2. Secondary Data

2.5 Data Analysis Techniques

Data analysis technique that I use use that is with use method analysis simple linear regression aims for now between variable free and variable related, as for understanding from Simple Linear Regression Is the method used For measure the magnitude influence variable free to variable related and predictive variable with use variable free.in testing This related with validity test and test reliability.

3. Results and Discussion

Based on the Table 4, it can be seen that the total scores for each indicator of the distribution channel variable are as follows; the product consideration indicator has a total score of 478. The intermediary consideration indicator has a total score of 308. The store consideration indicator has a total score of 303. The market consideration indicator has a score of 163. The overall total score for the distribution channel variable is 1,252. This means that the indicators used in this study adequately represent the distribution channel variable. The highest score is found in the potential customer base sub-indicator, highlighting its importance in the analysis of the distribution channel.

Table 4. Recapitulation Variables Channel Distribution

No	Sub Indicators	Answer Respondent					Amount
		SS	S	KS	TS	STS	
ConsiderationProduct							
1.	Technical properties product	20 (57%)	15 (43%)	0	0	0	35 (160)
2.	Resilience product	17 (49%)	17 (49%)	1 (2%)	0	0	35 (156)
3.	Unit value	22 (63%)	13 (37%)	0	0	0	35 (162)
Consideration Intermediary							
1	Service Intermediary	15 (43%)	17 (49%)	3 (8%)	0	0	35 (152)
2	Service Services	17 (49%)	17 (49%)	1 (2%)	0	0	35 (156)
Store Considerations							
1	Environment	13 (37%)	19 (54%)	3 (9%)	0	0	35 (150)
2	Desired Level of Control	14 (40%)	20 (57%)	1 (3%)	0	0	35 (153)
Market Considerations							
1	Amount Customer Potential	23 (66%)	12 (34%)	0	0	0	35 (163)
Total Score							**1.252**

Source: Data By Writer 2023

Table 5. Recapitulation Response Respondents about Reach Sales Volume

No	Items Rated	Answer Respondent					Amount
		SS	S	KS	TS	STS	
Achieving Sales Volume							
1.	Interesting Attention Consumer	21 (60%)	14 (40%)	0	0	0	35 (161)
2.	Selling price	16 (46%)	17 (48%)	2 (6%)	0	0	35 (154)
Get profit							
1.	Discounts	17 (49%)	18 (51%)	0	0	0	35 (157)
Support Store Growth							
1.	Market Analysis	15 (43 %)	20 (57%)	0	0	0	35 (155)
2.	Ability Sell	16 (46%)	18 (51%)	1 (3%)	0	0	35 (155)
3.	Location Selection	15 (43%)	18 (51%)	2 (6%)	0	0	35 (153)
Total Score							**935**

Based on the Table 5, it can be seen that that the total score from each indicator sales volume variable that is For indicator achieve sales volume has a total score of 315, the indicator get profit has a total score of 157, the indicator support growth shop has a total score of 463, and the results overall the so can be concluded that variable channel distribution amount score 935. This matter means that indicator indicators used in study This Already represent on sales

volume variable. Score value highest found in the sub-indicators interesting attention consumers.

3.1 Validity and Reliability Test

The validity test results for each statement indicator of the distribution channel variable at the Mina Tani Fertilizer Shop, Lubuk Sakat Village, indicate that the indicators are valid. This is shown by the fact that the value of r_hitung is greater than r_tabel, which means each indicator is valid and reliable. Therefore, it can be concluded that the validity test results for the statement indicators of the sales volume variable at the same shop are also valid.

Reliability can be assessed using the Cronbach's Alpha coefficient. For the distribution channel variable (X), the Cronbach's Alpha value is 0.667, which is greater than 0.60. Similarly, for the sales volume variable (Y), the Cronbach's Alpha value is 0.645, which is also greater than 0.60. Based on these results, it can be concluded that all research instruments are reliable since the Cronbach's Alpha values are above 0.60. This means the variables being tested exhibit varied results, and the measurement tools used in this study are reliable.

3.2 Simple Linear Regression Analysis

This analysis is used to determine the effect of the independent variable (Distribution Channel) on the dependent variable (Sales Volume). The results of the research using SPSS version 22 can be seen in the following Table 6.

Table 6. Simple Linear Regression Analysis Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,544	0,473		49,753	,000
	Channel distribution	0,089	0,013	0.760	6,710	,000

a. Dependent Variable: Sales Volume
Sumber : Data Olahan SPSS 22

Based on description above so can interpreted obtained equality simple linear regression as following: Y = 23.544+ 0.089 X. From the simple linear regression equation above, the coefficient b represents the regression coefficient and indicates the average change in variables X and Y. This means that every 1% increase in the Reward variable will affect the Sales Volume variable by 0.89.

The coefficient of determination test (R square) is used to determine the percentage or contribution of the independent variable (distribution channel) to the dependent variable (sales volume). This helps clarify the relationship between the two variables. The result of the calculation is presented in the following Table 7:

Table 7. Results of Determination Coefficient Calculation Using SPSS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 [a]	.577	.564	.152

a. Predictors: (Constant), channel distribution
Source: SPSS Processed Data , 23

Based on the table, it can be concluded that the coefficient of determination (R square) is 0.577 or 57.7%. This means that the distribution channel variable influences the sales volume by 57.7%, while the remaining 42.3% is influenced by factors that were not examined in this study.

3.3 T-test

The t-test is testing significant for now influence variable X against variable Y, is it influential significant or not. The t test is used for now level significance influence variable free (X) against variable bound (Y) from the SPSS test results can see in the Table under This:

a. If t- count > t- table, then Ho is rejected, and Ha is accepted means in a way partial There is influence between variable X against variable Y.
b. If t- count < t- table , then Ho is accepted and Ha is rejected , meaning in a way partial No There is influence between variable X against variable Y.

Table 9. Results of t-Test Calculation

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,544	0,473		49,753	,000
	Channel distribution	0,089	0,013	0.760	6,710	,000

b. Dependent Variable: Sales Volume
Sumber : Data Olahan SPSS 22

From the table on so it can be concluded that this t-test was carried out with comparing t- count > t- table at 5% significance (=0.05)

t- table = aα/ 2:n -k-1
= 0.05/2:35-1-1
= 0.025: 33
= 2,035

So, it is known, t- table = 2.035 from SPSS output results in table 5.16 then can be concluded: t-count = 6.710 > 2.035. This means that H0 is rejected, and Ha is accepted. There is significant influence variable channel distribution (X) against sales volume variable (Y). Then it can be submitted that hypothesis proposed: it is suspected that channel distribution influential on sales volume (Survey of Agents and Shops in Kampar Regency).

4. Conclusions and Suggertiion

4.1 Conclusions

1) The results of the validity test using the Pearson correlation formula showed that the calculated rr-value (rhitungr_{hitung}) for all question items on variable X (Distribution Channels) is greater than the rr-table value of 0.344. Therefore, it can be concluded that all question items on the distribution channels variable are valid. 2) The results of the validity test using the Pearson correlation formula showed that the calculated rr-value (rhitungr_{hitung}) for all question items on variable Y (Sales Volume) is greater than the rr-table value of 0.344. Therefore, it can be concluded that all question items on the sales volume variable are valid. 3) The results of the coefficient of determination analysis indicate that the distribution channels variable is influenced by sales volume by 0.577 or 57.7%. This means that the effect of the distribution channels variable on the sales volume of dolomite fertilizer at the Mina Tani Fertilizer Store is 57.7%, while the remaining 42.3% is influenced by other variables not explained in this study.

4.2 Suggestion

1. For the Mina Tani Fertilizer Store on the Pekanbaru-Sungai Pagar Highway, Perhentian Raja Subdistrict, Kampar Regency, it is recommended to enhance the distribution channels of dolomite fertilizer to increase sales volume.

2. In this study, the researcher only measured the effect of the distribution channels variable on sales volume. Therefore, it is suggested that future research investigate other variables that may influence the sales volume of dolomite fertilizer.

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