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The Influence Of Distribution Channels In Increasing Sales Volume At PT Avian Tbk

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Abstract

This research has the main objective of analyzing the influence of distribution channels in increasing sales volume at PT Avian TBK, marketing channel efficiency and marketing channel reach. The focus of this research is to understand how each of these factors contributes to sales volume. This research uses a survey method to collect data in the field, where the research location is chosen purposively, namely based on certain considerations that are relevant to the research topic. Sampling was carried out using the Slovin formula, which aims to determine the number of samples proportional to the population level. From the calculation results, the sample used in this research consisted of 179 respondents, all of whom were avian paint business actors who were the object of research. To analyze the data collected. The results of this research shows that of the two, marketing channel efficiency has significant and real influence on the sales volume of avian paint. Apart from the efficiency of marketing channels, the reach of marketing channels also influences the sales volume of avian paint

Keyword : efficiency, influences, sales, avian paint

INTRODUCTION

In the increasingly growing era of globalization and digitalization, the role of distribution channels has become very crucial in determining the marketing success and sales performance of a company. Distribution channels are not only a route for delivering products from producers to consumers, but also a business strategy to expand market reach, increase efficiency, and speed up response time to market demand. (Lin et al., 2025)

Distribution strategy plays an important role in determining the success of product sales. Distribution is no longer only seen as a logistics channel, but rather as a marketing strategy that has a significant influence on the company's financial performance. A report from BPS shows that the contribution of the manufacturing industry sector to Indonesia's

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GDP in the fourth quarter of 2023 reached 18.75% and was mostly contributed by the chemical and building materials sub-sector, including paint and coating products such as those produced by PT Avian Tbk (Central Statistics Agency (BPS), 2023).

PT Avian Tbk as one of the leading paint manufacturers in Indonesia faces the challenge of ensuring that its products are evenly available and easily accessible to consumers in various regions. In this context, distribution channels become crucial. Failure in distribution management can result in vacancies in the market (stock-out), delivery delays, and even loss of market share. Therefore, the effectiveness of distribution channels can directly determine the rise and fall of a company's sales volume (Istanti, 2021).

LITERATURE REVIEW

Previous research by (Rahman and Yuningsih, 2020) highlighted that the effectiveness of distribution channels has an impact on the level of consumer loyalty, which will ultimately increase sales volume. However, the research was conducted in the textile industry and has not identified a statistical direct impact on sales volume as the main dependent variable. This is a gap that will be filled in this research.

Another research by Research conducted by (Raimbekov et al., 2023) in the journal Economies discusses in depth the influence of distribution channels on supply chain efficiency in the agro-industrial sector. This study uses quantitative methods with a panel data approach to analyze various types of food distribution channels and their impact on sales volume. The research results show that the use of modern distribution channels significantly increases operational cost efficiency and has a positive impact on increasing sales volume.

In research conducted by (Gupta & Anand, 2025) entitled "Is mobility transition driven by wealth inequality?" published in the journal Transportation Research Part A (Elsevier), the authors evaluate the relationship between economic and distribution inequality on the adoption of electric vehicles in India. This research uses a panel data analysis method with a mixed regression approach to assess the extent to which infrastructure distribution and people's purchasing power influence the sales volume of electric vehicles in various regions. The research results show that access to adequate distribution channels, such as dealer networks and charging stations, has a direct impact on the level of electric vehicle adoption.

METHODOLOGY

This research uses a quantitative and qualitative approach through explanatory survey research which is used to analyze how one or more variables influence other variables and the causal relationships between variables are explained with hypotheses.

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All data and information is collected from respondents using a questionnaire and then the results will be explained to answer the research questions. This research aims to test the hypothesis. Hypothesis-testing studies are studies that explain the nature of a particular relationship, or establish the differences that exist between groups or each of two or more factors in a situation.

Thus, the number of respondents that can be accepted in this research is in the range $5a \leq x \leq 10a$, where a is the total number of indicators plus the number of latent variables, and x is the number of respondents. In this research, there are 20 question indicators and 4 latent variables, so the value a = 24. Therefore, the number of respondents considered adequate as a research sample ranges from 135 to 250 respondents. Based on the results of these calculations, the number of respondents required in this research is a minimum of 135 people and a maximum of 250 people as the expected target. This research used 250 respondents (Lulu, 2023).

DISCUSSION

Regression Analysis Results

The results of research that has been carried out on avian paint sales volume factors using the SPSS application are expected to be able to show the influence or strength of the independent variable on the dependent variable.

Table 1. Linear Regression Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.510	1.414		1.775	.078
	X1	.175	.061	.180	2.852	.005
	X2	.390	.079	.359	4.919	.000
a. Dependent Variable: Y						

In multiple regression analysis, we have the following equation:

Y = 2.510 + 0.175 X1 + 0.390 X2

This analysis uses multiple regression, where Y represents production output, and X1 and X2 are independent variables that influence this output. Each input variable has an elasticity coefficient, which shows how much change in output (Y) occurs when there is a change in that input variable.

• Marketing Channels (X1) = 0.175

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• Marketing Channel Reach (X2) = 0.390

All elasticity coefficients are below 1, which means changes in each input variable will only cause small changes in output. Elasticity values below 1 indicate that these factors are inelastic, that is, an increase in input does not result in a significant proportional increase in output.

F Test Results

Based on the data presented in Table 8, the probability level obtained in statistical analysis shows a value of 0.000. This probability value is the result of a significance test on the regression model used to analyze the relationship between the independent variable and the dependent variable.

In this study, the significance level (α) has been set at 0.05 or 5%. This means that if the resulting probability value is smaller than 0.05, then the null hypothesis (H_0) which states that there is no influence between the independent variable on the dependent variable must be rejected, and the alternative hypothesis (H_1) which states that there is a significant influence can be accepted.

Table 2. F Test Results on Regression Model

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.733	3	89.578	70.770	.000[b]
	Residual	216.444	171	1.266		
	Total	485.177	174			
a. Dependent Variable: Y						
b. Predictors: (Constant), X1, X2						

T Test Results

The dependent variable in this research is sales volume (Y), which reflects sales results. This test is carried out with an error rate (α) of 5%, which means that there is a 5% possibility of making an error in concluding that there is an influence of an independent variable on the dependent variable. The testing process is carried out by comparing the t_Count value with the t_table value obtained from the t-Student distribution. In this study, degrees of freedom (df) are calculated as:

$$\mathbf{Df = N-K = 175-5 = 170}$$

Where:

N = total number of samples (175)

K = number of independent variables (5)

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Table 3. T Test Results on Regression Model

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.510	1.414		1.775	.078
	X1	.175	.061	.180	2.852	.005
	X2	.390	.079	.359	4.919	.000
a. Dependent Variable: Y						

X1

Based on the results of the analysis carried out, it was found that the marketing channel variable (X1) has a calculated T value of 2.852, which is a value greater than the T table of 1.65387 (2.852> 1.65387). In statistical tests, if the calculated T value is greater than T table, then the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. In the context of this research, the null hypothesis states that marketing channels have a significant effect on sales volume. Because H_0 is rejected and H_1 is accepted, it can be concluded that marketing channels do have a significant influence on the sales volume of avian paint.

The reach of marketing channels has a significant influence on sales volume because the breadth of the distribution network determines the product's ability to be present in various market areas, both local, regional and national markets, so that the potential consumers that can be reached becomes even greater. The more effective the distribution channels are that are built through the involvement of producers, distributors, agents and retailers, the flow of products from the point of production to the final consumer can be faster, more stable and planned, which has an impact on increasing product availability at various points of sale. This condition not only increases the ease of consumer access to products, but also strengthens market confidence in continuity of supply.

X2

Based on the results of the analysis carried out, it was found that the marketing channel reach variable (X2) has a calculated T value of 4.919, which is a value greater than the T table of 1.65387 (4.919> 1.65387). In statistical tests, if the calculated T value is greater than T table, then the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. In the context of this research, the null hypothesis states that marketing channel reach has a significant effect on sales volume. Because H_0 is rejected

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and H_1 is accepted, it can be concluded that the reach of marketing channels does have a significant influence on the sales volume of avian paint.

Marketing channel efficiency has been proven to have a significant effect on sales volume because a shorter, more coordinated and integrated channel structure is able to minimize distribution costs, reduce product loss rates and speed up the flow of goods from producers to final consumers, so that product availability on the market becomes more guaranteed and stable. Efficient marketing channels also increase on-time delivery, improve inventory management, and strengthen relationships between channel actors, such as manufacturers, distributors, and retailers, which ultimately creates consumer trust and increases market loyalty. This condition encourages a more consistent and sustainable increase in demand, so that sales volume experiences significant growth.

CONCLUSION

Based on the results of the analysis carried out, it was found that the marketing channel variable (X1) has a calculated T value of 2.852, which is a value greater than the T table of 1.65387 (2.852> 1.65387). In statistical tests, if the calculated T value is greater than T table, then the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. In the context of this research, the null hypothesis states that marketing channels have a significant effect on sales volume. Because H_0 is rejected and H_1 is accepted, it can be concluded that marketing channels do have a significant influence on the sales volume of avian paint.

Based on the results of the analysis carried out, it was found that the marketing channel reach variable (X2) has a calculated T value of 4.919, which is a value greater than the T table of 1.65387 (4.919> 1.65387). In statistical tests, if the calculated T value is greater than T table, then the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. In the context of this research, the null hypothesis states that marketing channel reach has a significant effect on sales volume. Because H_0 is rejected and H_1 is accepted, it can be concluded that the reach of marketing channels does have a significant influence on the sales volume of avian paint.

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