

ABSTRACT

In this era of the distributor in distribution of goods to the end user is still a mainstay for the producers in order to maximize sales. Rise or drop in the scale of production can be said hanging from the introduction of the capabilities of the distributor in made a sale to consumers and approach the end users. In the chemical industry on the role of the distributor sells raw ingredients chemicals the more the source of the act of imports of goods. Distributors will still be the top choice in marketing of raw material for purposes of the production of. The research is based on previous research, use variable, ability distribution, the corporate image, the trust, and customer satisfaction for measuring the impact of the decision. The research object is all PT. SEJAHTERA MANDIRI UTAMA customers who buy directly from PT. SEJAHTERA MANDIRI UTAMA. Analysis method in this research with SEM or Structural Equation Model. The findings of studies is that there are significant influence on the variables the ability distribution of the image of the company and the corporate image significant impact of a trust and confidence to give the effect on customer satisfaction to do repeat order.

Keyword: Distribution Ability, Corporate Image, Trust, Customer Satisfaction