

STRATEGY COOPERATIVE APPROACH DISTRIBUTION SYSTEM

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***STRATEGY COOPERATIVE APPROACH DISTRIBUTION SYSTEM FOR IMPROVING
BUSINESS PERFORMANCE (A Study In Bubble Jelly Soft Drink Products in West Jakarta)***

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Partnership, in this context is normally treated as an informal relationship in which the partners are effectively recognize and pursue common interests. Research on strategy choice partnerships is one form of strategic alliances that can improve business performance (business performance) through some of its influence is the power (power), partnership (relationship), entrepreneurship (entrepreneurship) and distribution (distribution channel). The purpose of this study was to analyze the effect of power factor, factor partnerships and entrepreneurial factors on the distribution, and distribution factors influence the performance of the business. Samples were soft drink industry ie Bubble Drink located in West Jakarta. The industry is fueled by the desire of the owner to add a bubble drink product choices available today, brings the menus are not offered by competitors, and changing patterns of consumption of carbonated soft drinks become more healthy for the body. Bubble Drink industry in marketing their products using print media, social media and other promotional media. Methods of data analysis using partial least squares (PLS). The main finding in this study is the entrepreneurial factor has the greatest influence on the distribution, the second is a partnership and the third is power, as well as the fourth factor of the distribution of positive and significant impact on business performance. The conclusion of this study is the power factor, partnerships and business respectively positive and significant impact on the effectiveness of distribution channels and distribution channels positive effect on business performance

Keywords: Strategic partnerships, distribution systems, business performance

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