

Analysis of Goods Distribution in Increasing Sales Volume at CV Perindo in Gunungsitoli City

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ABSTRACT

This study analyzes the role of goods distribution in increasing sales volume at CV. Perindo, located in Gunungsitoli City. The research focuses on identifying the distribution system applied by the company, the challenges faced in the process, and the solutions adopted to overcome these obstacles. Using a qualitative approach, data were collected through interviews, observations, and documentation involving stakeholders directly engaged in the distribution process. The findings reveal that CV. Perindo employs both direct and intermediary distribution channels, supported by a structured delivery schedule and a defined distribution coverage area. These mechanisms have proven effective in expanding market reach and boosting sales volume, especially in strategic regions. Nevertheless, the company still encounters barriers such as delayed delivery, transportation difficulties, and uneven product availability. To address these issues, CV. Perindo has taken corrective measures, including optimizing logistics management, expanding its delivery fleet, and conducting routine monitoring. The study concludes that a well-managed distribution system significantly contributes to sustaining and increasing sales volume, while also strengthening customer satisfaction and competitive advantage.

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1. INTRODUCTION

Distribution plays a fundamental role in determining the success of a business in achieving its sales targets. An efficient distribution system ensures that products reach consumers on time and in good condition, while poorly managed distribution may result in delays, higher costs, and reduced customer satisfaction (Wood et al., 2021). Consequently, companies must continually evaluate and improve their distribution strategies to secure sustainable growth and maintain competitiveness.

In today's increasingly competitive business environment, effective distribution has become a key factor in gaining a competitive edge. Companies that can distribute products efficiently are more likely to satisfy customer needs, accelerate inventory turnover, and reduce operational expenses (El Idrissi et al., 2023). Thus, optimizing distribution channels is not only a logistical issue but also a strategic imperative in marketing management.

Advances in technology have significantly reshaped distribution practices. The adoption of digital systems such as real-time tracking, automated order management, and integrated logistics platforms has enabled companies to enhance distribution performance. These innovations improve responsiveness to market demand and increase the efficiency of delivery, thereby supporting higher sales volumes (El Nsour, 2021).

Geographical conditions also present challenges in distribution, particularly in regions with limited infrastructure. Unequal product availability due to transportation barriers may cause shortages in certain areas and overstock in others (Mueller & Jungwirth, 2022). For companies like CV. Perindo, which operates across multiple districts in Nias, developing a well-planned and systematic distribution strategy is essential to ensure balanced market coverage and stable sales performance.

The choice of distribution channels also influences sales outcomes. While some firms adopt direct distribution to reduce intermediary costs, others rely on indirect channels to expand their customer reach. Selecting the right channel based on product type, target market, and geographic factors is critical to maximizing efficiency and sales volume (Fukuda, 2020).

Distribution is closely linked with marketing strategy. Ensuring product availability at the right place and time increases the probability of successful sales. A synergy between effective distribution and marketing strategies enhances customer satisfaction, strengthens brand image, and ultimately drives higher sales (El Nsour, 2021).

Previous studies, such as that of (Manurung & Kurniawan, 2022), highlight the importance of efficient distribution systems in driving sales growth. His research on PT. Sumber Jaya Mandiri in Medan demonstrated that effective distribution through efficient routes, partnerships with local distributors, and the use of technology contributed significantly to increasing sales volume. However, the context of Gunungsitoli presents different challenges, particularly related to logistics infrastructure and accessibility, making it a unique research setting.

Based on preliminary observations at CV. Perindo, issues such as delivery delays, stock shortages, and poor accessibility to distribution areas frequently occur. These challenges reduce customer satisfaction and potentially hinder sales growth. Therefore, this study aims to analyze the distribution practices of CV. Perindo, identify the main obstacles, and evaluate the solutions implemented to improve sales volume. The findings are expected to contribute to both theoretical insights in distribution management and practical improvements for medium-scale enterprises operating in regions with logistical constraints.

2. RESEARCH METHOD

This study adopts a qualitative research approach to gain an in-depth understanding of the distribution system applied by CV. Perindo in increasing sales volume. A qualitative approach is considered appropriate because it allows researchers to explore the dynamics of distribution practices, identify obstacles, and analyze the strategies employed to overcome them (Yue et al., 2023). The research was conducted at CV. Perindo, located in Gunungsitoli City, which serves as a medium-scale enterprise engaged in the distribution of consumer goods. This method emphasizes descriptive analysis to explain the relationship between distribution strategies and sales performance.

Data were collected using multiple techniques, including interviews, observation, and documentation. Interviews were conducted with key informants, such as distribution managers, delivery staff, and local agents, to capture their experiences and perspectives regarding the distribution process. Observations were carried out to understand the practical implementation of distribution, while documentation provided supporting evidence from company records. The collected data were analyzed using qualitative descriptive analysis, involving data reduction, data display, and conclusion drawing as suggested by (Walter, 2021). This triangulation approach ensured the validity and reliability of the findings.

3. RESULTS AND DISCUSSIONS

The findings reveal that CV. Perindo applies both direct and indirect distribution systems to deliver goods to consumers across Nias Barat, Nias Selatan, and Nias Utara. Direct distribution is conducted by the company's delivery team, while indirect distribution involves cooperation with local agents and intermediaries. This dual-channel strategy enables CV. Perindo to expand its market reach and ensure product availability in diverse geographic locations. The company also adopts scheduled delivery routes, which are tailored to stock levels and market demand in each region.

However, several obstacles were identified in the distribution process. Delivery delays remain a major issue due to poor road infrastructure and unpredictable weather conditions.

Additionally, limited transportation capacity often results in unequal product distribution, where some areas experience shortages while others face overstock situations (Manurung & Kurniawan, 2022). These issues negatively affect customer satisfaction and sales performance.

To overcome these challenges, CV. Perindo has implemented several corrective strategies, such as increasing the number of delivery fleets, improving logistics management, and strengthening communication with local distribution agents (Bhavin et al., 2021). Routine monitoring has also been conducted to evaluate distribution efficiency and identify urgent problems.

Overall, the implementation of these strategies has contributed positively to sales performance. Evidence from company records shows a steady increase in sales volume after optimizing distribution, particularly in areas where accessibility was previously limited. This confirms that effective distribution plays a vital role in maintaining sales growth and customer trust.

Discussion

The results of this study emphasize the strategic role of distribution in enhancing sales volume. As highlighted by Kotler and Keller (2020) in (Özkan & Salepçioğlu, 2022), efficient distribution ensures that products are delivered to customers at the right time and place, directly influencing customer satisfaction and sales outcomes. The findings from CV. Perindo align with this perspective, as improvements in logistics management have led to a measurable increase in sales volume.

One of the critical issues identified is delivery delays caused by infrastructure and environmental conditions. This supports (Roblek et al., 2021) view that distribution is a crucial component of supply chain management, where poor logistics can lead to increased costs, delays, and customer dissatisfaction. In CV. Perindo's case, road conditions and weather significantly hindered distribution effectiveness, underlining the importance of adaptive logistics strategies in regions with geographical constraints.

The problem of uneven product availability highlights the importance of effective inventory management. As noted by (Nolte et al., 2020), proper stock management is a key determinant of distribution efficiency, ensuring that products are available when and where customers need them. CV. Perindo's experience shows that failure to balance inventory across regions can lead to lost sales opportunities, despite having sufficient overall stock.

Furthermore, the adoption of corrective measures such as fleet expansion and real-time monitoring resonates with the findings of (Rashid et al., 2023), who emphasize the significance of continuous monitoring and communication in improving distribution performance. These measures have helped CV. Perindo minimize delays and better coordinate supply across regions.

The findings also reaffirm (Islam et al., 2022) assertion that sales volume is not only an indicator of successful marketing strategy but also a reflection of effective distribution. CV. Perindo's ability to increase sales volume after optimizing distribution demonstrates that distribution strategies directly contribute to business sustainability.

Additionally, the study underscores the role of technology in modern distribution systems. While CV. Perindo has not fully adopted digital logistics systems, integrating tools such as real-time tracking could further enhance efficiency, consistent with Smith's (2021) in (Theodore et al., 2022) argument that technology-based distribution improves responsiveness and customer satisfaction.

In summary, the discussion shows that distribution is not merely an operational function but a strategic element of marketing. CV. Perindo's experience suggests that businesses in geographically challenging regions must adopt flexible and adaptive distribution strategies to sustain growth and competitiveness.

4. CONCLUSION

This study concludes that an effective and well-managed distribution system significantly contributes to increasing sales volume at CV. Perindo in Gunungsitoli City. The company's dual-channel strategy, involving both direct and intermediary distribution, has enabled wider market coverage and improved customer accessibility. Despite challenges such as delivery delays, transportation issues, and uneven product availability, the adoption of corrective measures—including logistics optimization, fleet expansion, and routine monitoring—has proven successful in improving sales performance. The findings reinforce the notion that distribution is not only a logistical activity but also

a strategic component of marketing that directly impacts customer satisfaction and business growth. This research is limited by its qualitative approach, which relies heavily on interviews, observations, and documentation from a single case study at CV. Perindo. As such, the findings may not fully represent the broader distribution challenges and practices of other firms operating in different regions or industries. Moreover, the absence of quantitative analysis restricts the ability to measure the exact magnitude of distribution's effect on sales volume. Future research should adopt a mixed-method approach by integrating quantitative data, such as statistical analysis of sales performance before and after distribution improvements, to strengthen the validity of findings. Additionally, studies involving multiple companies across diverse industries and geographic contexts would provide broader generalizations. For CV. Perindo, it is recommended to adopt digital distribution technologies, such as real-time tracking systems and integrated inventory management platforms, to further enhance efficiency and ensure balanced product availability across regions.

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