

Pola Distribusi Genteng Sokka di Kabupaten Kebumen = Pattern of the Distribution of Tile Sokka in The Regency of Kebumen

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Abstrak

Industri genteng Sokka merupakan industri kecil menengah di Kabupaten Kebumen yang telah ada sejak jaman penjajahan Belanda. Keberadaan industri genteng Sokka tetap eksis sampai sekarang meskipun banyak pesaing dalam bidang industri yang sama. Oleh karena itu penelitian ini berusaha untuk melihat pola distribusi genteng Sokka. Pola distribusi diukur berdasarkan tingkatan saluran distribusi dan jangkauan distribusi. Distribusi genteng Sokka dilihat dari lokasi industri dan karakteristik produk. Hasil penelitian menyimpulkan, lokasi industri genteng Sokka tidak berpengaruh terhadap saluran distribusi dan jangkauan distribusi. Sedangkan karakteristik industri (Kapasitas produksi, Variasi jenis, lama berdiri dan penggunaan merek) berpengaruh terhadap tingkatan saluran distribusi dan jangkauan distribusi.

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Tile Sokka industry is a small to medium industrial in Kebumen Regency have been around since the days of colonization of the Netherlands. The existence of the tile industry Sokka still exist today although many competitors in the field of the same industry. Therefore, this research seeks to look at the pattern tile Sokka distribution. Distribution pattern in measure based on the level of distribution channels and distribution reach. Tile distribution in view of the location of Sokka's industry and product characteristics. Results of the study concluded, the location of the tile industry has no effect against Sokka distribution channels and distribution reach. Whereas the characteristics of the industry (production, Capacity, type of Variation and use of long-standing brand) affect the level of distribution channels and distribution reach.