***ABSTRACT***

***CV. Mitra Sejati is a company that sells a wide range of mobile phone accessories with Mr. Jendri Tan as a founder, this company has developed and has several branches company in Jakarta, Surabaya, Makassar and Bandung. In its business activities the researcher found several problem that is failure to achieve sales goals especially at the last three years period, that is at period 2013-2015. It caused have not been implemented effectively and efficiently of distribution channel function including function of information, physical possession and risk taking.***

***Research purposes to determine the influence of distribution channel to sales goals at CV. Mitra Sejati in Bandung. The method used are descriptive method of analysis, where that becomes a variable X is the distribution channel and into a variable Y is the sales goals. Data collection techniques with library research and field research, in this field study researcher conducted interview, non-participant observation, and disseminate the view of questionnaires to customers and potential customers, the data analysis used a simple linear regression, hypothesis testing, Spearman rank correlation coefficient, and the determination coefficient.***

***Based on the data obtained from the results of the study, about the influence of distribution channel to sales goals at CV. Mitra Sejati showed that there is a strong and direct connecting between distribution channel and sales goals based the obtain results of the simply linear regression Y=0.993+0.531X+e and correlation coefficient rank spearman got number 0.844 wich is mean if there is an increase in the distribution channel sales objectives will be achieved. while the coefficient of determination of the percentage of 71,2%. This shows that the implementation of the function of distribution channel have a big contribution to the sales goals. The remaining 28,8% is influenced by other factors.***

***Obstacles barriers faced by CV. Mitra Sejati in implementation of the function of distribution channel is unoptimally information gathering activities about competitors and customers, lack of transportation facilities as supporting the company in product delivery, lack of company in paying attention risk damage of product in activity distribution. Efforts undertaken is trying to increase the company’s transportation, information function, and applying supervision of the transport and storage management products.***

***The suggestions that researcher pointed out, among others, the Company should implement a function of distribution channel especially information gathering activities about competitors, the Company should pay attention to added some transport facilities, applying supervision of the transport and storage management products to avoid the risk of product damage.***

***Keywords : Distribution Channel and Sales Goals***