

# **The Influence of Management Information System and Distribution Channels towards Company Performance in PT Ultrajaya Milk Industry, Tbk.**

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**Abstract:** This research aimed to determine the influence of management information systems and distribution channels towards company performance. The method used in this research was the questionnaire method and which was then concluded. The analysis used was descriptive statistics, classic assumption test, hypothesis test, coefficient of determination analysis and multiple linear regression. The population used in this study was all managers of PT. Ultrajaya Milk Industry Tbk with all samples being from the managers of PT. Ultrajaya Milk Industry Tbk, with a sample amount of 45 people using the saturated sample selection method. From the descriptive statistics research result, each variable had good results. From the hypothesis test, a significant value of 2.727 was found in management information systems and 1.868 in distribution channels, which meant that management information systems affect company performance but the distribution channels did not affect the company performance with significant value above 0.05. And from the f-test or simultaneous test, showed that management information systems and distribution channels impacted company performance positively and significantly impact.

**Keywords:** Management information system, channel of distribution, company performance