

ABSTRACT

The competitive competition in business industry make every business player should have a critical way of thinking and utilization of appropriate and efficient corporate resource management and able to analyze business opportunities optimally. Amidst the existing competition, PT Telkomsel still known as a market leader in the telecommunications industry. Telkomsel has a very good financial performance so their growth is known as a triple double-digit growth company. This research will identify the relationship between distribution channel, price, and information technology toward financial performance, in this case PT Telkomsel. In order companies can continue to maintain their financial performance based on the variables that studied. This study is classified as explanatory research with the aim to identify the relationship between the variables. Hypothesis in this research will be analyzed through multiple regression. The results of this study indicate that distribution channels and prices have a significant positive correlation to financial performance. While information technology does not contribute significantly to financial performance where information technology now become more universally available by many companies so it does not significantly affect profitability ratios. But Telkomsel is still investing in its information technology to maintain a competitive advantage of their information technology capabilities.

Keywords: Channel distribution, Price, Information technology, Financial performance