

ABSTRAK

**PENGARUH BIAYA DISTRIBUSI DAN BIAYA PROMOSI TERHADAP
VOLUME PENJUALAN**

Studi Kasus pada CV. SAHABAT, Klaten

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Tujuan dari penelitian ini adalah untuk mengetahui: (1) Pengaruh biaya distribusi terhadap volume penjualan, (2) Pengaruh biaya promosi terhadap volume penjualan, (3) Pengaruh biaya distribusi dan biaya promosi secara bersama-sama dengan volume penjualan.

Jenis penelitian ini adalah studi kasus. Penelitian dilaksanakan di CV. SAHABAT pada bulan Juni 2011. Teknik pengumpulan data dilakukan dengan wawancara, observasi, dan dokumentasi. Data yang diperoleh dianalisis menggunakan analisis korelasi sederhana, analisis korelasi berganda, dan analisis regresi sederhana.

Hasil penelitian ini menunjukkan hasil sebagai berikut: (1) Ada pengaruh positif dan signifikan antara biaya distribusi dengan volume penjualan ($F_{hitung} 5,506 > F_{tabel} 4,130$), (2) Ada pengaruh positif dan signifikan antara biaya promosi dengan volume penjualan ($F_{hitung} 5,665 > F_{tabel} 4,130$), (3) Tidak ada pengaruh positif dan signifikan antara biaya distribusi dan biaya promosi secara bersama-sama dengan volume penjualan ($F_{hitung} 2,776 < F_{tabel} 3,284$).

ABSTRACT

**THE EFFECT OF DISTRIBUTION COSTS AND PROMOTION COSTS
TO THE SALES VOLUME**

A Case Study at CV. SAHABAT, Klaten

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The purpose of this research is to know: (1) the effect of distribution costs to the sales volume; (2) the effect of promotion costs to the sales volume; (3) the effect of distribution costs and promotion costs toward the volume of sales.

This type of this research is a case study. Research was carried out in CV. SAHABAT in June 2011. Techniques of the data collection method were done by interview, observation, and documentation. The data obtained were analyzed by applying simple correlation analysis, multiple correlation analysis and simple regression analysis.

The results of this research show that: (1) there is positive and significant influence between the cost of distribution and sales volume ($F_{\text{counted}} 5.506 > F_{\text{table}} 4.130$); (2) there is positive and significant influence between production cost and the volume of sales promotion expenses ($F_{\text{counted}} 5.665 > F_{\text{table}} 4.130$); (3) There isn't positive and significant influence between the cost of distribution and promotional costs simultaneously with the sales volume ($F_{\text{counted}} 2.776 < F_{\text{table}} 3.284$).