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Judul skripsi ini adalah **Analisis hubungan antara tingkat efisiensi pelaksanaan anggaran pemasaran dengan tingkat efektivitas penjualan**. Skripsi ini akan menguji apakah dengan tercapainya tingkat efisiensi pelaksanaan anggaran pemasaran akan membuktikan bahwa tingkat efektivitas penjualan tercapai. Permasalahan yang akan diambil adalah: Pertama, apakah pelaksanaan anggaran pemasaran sudah efisien?. Kedua, apakah sudah tercapai efektivitas penjualan?. Ketiga, apakah ada hubungan antara tingkat efisiensi anggaran pemasaran dengan tingkat efektivitas penjualan?. Metode yang digunakan adalah: Masalah pertama menggunakan analisis selisih biaya, masalah kedua menggunakan analisis selisih penjualan, dan masalah ketiga menggunakan analisis korelasi. Batas toleransi yang digunakan apabila anggaran pemasaran disebut efisien dan penjualan dikatakan efektif adalah 5% dengan catatan selisih bersifat tidak menguntungkan. Hasil dari

ABSTRACT

ANALYSIS OF THE RELATIONSHIP BETWEEN MARKETING BUDGET EFFICIENCY RATE AND SALES EFFECTIVITY RATE

Study case in PT Indocipta Wisesa Semarang

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The topic of this thesis is an Analysis of The Relationship Between Marketing Budget Efficiency Rate And Sales Effectivity Rate. This thesis tested whether the achievement of the marketing budget efficiency rate proved the achievement of sales effectivity rate. The problems were: first, what marketing budget efficiency rate was achieved?. Second, what effectivity of sale was achieved?, and the third problem, was there any relationship between the marketing budget efficiency rate and the sales effectivity rate? The methods which were used were as follows. The first problem used variant cost analysis, the second problem used variant sales analysis, and the third problem used correlation analysis. The variable limit of the marketing budget efficiency and sales effectivity rates were 5% with the statement that a larger variant would be unfavorable. The results of the research showed that the achievement of the marketing budget efficiency in 1995 was 10.771% was a favorable variant favorable , in 1997 it was 1.724% was a favorable variant , while in 1994 it not efficiency because the total variant marketing cost was unfavorable at about 19.653% and in 1996 it was also not efficiency because the unfavorable variant was about 21.806%. The sales effectivity achieved in 1995 favorable variant rate of 2.47%, in 1996 sales effectivity achieved a favorable variant of 2.31%, and in 1997 sales effectivity achieved by a favorable variant rate of 1.35%, while in 1994 the sales effectivity was not effective because of a favorable sales variant rate 11,303%. The Relationship between The marketing efficiency rate and sales effectivity rate achieved a correlation coefficient value of 0,517. This means that the higher the marketing budget efficiency rate the higher the sales effectivity rate. After the t- test using the rate of significance of 5%, to was 0,997 which was less than the t- table value of +4.303. Therefore it can be said that this data does not describe a significance relationship between the marketing budget efficiency rate with the sales effectivity rate.