

ABSTRAK

Pengaruh Promosi dalam Usaha Meningkatkan
Volume Penjualan
(Studi Kasus Pada PT. Kharisma Prima Abadi, Sleman, Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh promosi dalam usaha meningkatkan volume penjualan pada PT. Kharisma Prima Abadi selama tahun 1996 sd. 2000. Dalam penelitian ini akan dilihat pengaruh kegiatan promosi secara keseluruhan dan pengaruh tiap-tiap kegiatan promosi.

Jenis penelitian ini adalah studi kasus. Data dikumpulkan dengan teknik (1) dokumentasi; (2) wawancara; (3) observasi; (4) Studi kepustakaan. Teknik analisis data yang digunakan adalah (1) analisis regresi linear ganda; (2) analisis korelasi ganda R; (3) analisis korelasi parsial.

Berdasarkan hasil penelitian dan pengujian secara teoritik, yang telah dilakukan, diperoleh hasil sebagai berikut: (1) analisis regresi linear ganda , diperoleh hasil bahwa kegiatan promosi yang paling efektif bagi PT. Kharisma Prima Abadi adalah kegiatan *personal selling*; (2) analisis korelasi ganda R, terdapat korelasi yang kuat, positif dan memenuhi kriteria uji signifikansi, sehingga hipotesis kedua dapat diterima; (3) analisis korelasi parsial antara kegiatan periklanan dengan volume penjualan, terdapat korelasi yang tinggi tapi tidak memenuhi kriteria uji signifikansi, sehingga hipotesis ketiga tidak dapat diterima; (4) analisis korelasi parsial antara kegiatan *personal selling* dengan volume penjualan, terdapat korelasi yang kuat dan memenuhi kriteria uji signifikansi sehingga hipotesis keempat dapat diterima; (5) analisis korelasi parsial antara kegiatan promosi penjualan dengan volume penjualan, terdapat korelasi yang rendah dan tidak memenuhi kriteria uji signifikansi sehingga hipotesis kelima tidak dapat diterima

ABSTRACT

THE INFLUENCE OF PROMOTION TO INCREASE THE SALES VOLUME A Case Study at PT. Kharisma Prima Abadi, Sleman, Yogyakarta

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This research purposed to know the influence of promotion in order to increase the sales volume at PT. Kharisma Prima Abadi in 1996 - 2000. This research would look at the influence of promotion activity as a whole and the influence of each promotion activity.

This research was a case study. the data were gathered using some techniques, they were (1) documentation; (2) interview; (3) observation; (4) library research. The data analysis techniques used were (1) Double Linear Regression Analysis; (2) R Double Correlation Analysis; (3) Partial Correlation Analysis.

Based on the results and theoretically test, the results were (1) the most effective activity at PT. Kharisma Prima Abadi was advertisement. It was based on the Double Linear Regression Analysis; (2) based on R Double Correlation Analysis, there was a strong and positive correlation which met the criteria of significance test, so the second hypothesis was accepted; (3) the Partial Correlation Analysis stated that the advertisement activity with the sales volume had a high correlation but it did not meet the criteria of significance test, so the third hypothesis was not accepted; (4) the Partial Correlation Analysis between the personal sales activity and the sales volume had a strong correlation and it met the criteria of significance test. Therefore, the fourth hypothesis was accepted; (5) the Partial Corelation Analysis between the activity of sales promotion and the sales volume had a low correlation and it did not meet the criteria of significance test, so the fifth hypothesis was not accepted.