

## ABSTRAK

### PENGARUH HARGA JUAL DAN PROMOSI TERHADAP PENINGKATAN PENJUALAN

Studi Kasus Pada *Aeroshape The Beauty Aerobic Club*  
PT. Bagus Girindra Wardana, Hotel Century Saphir  
Yogyakarta

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2002

Penelitian ini bertujuan untuk mengetahui pengaruh harga jual dan promosi terhadap peningkatan nilai penjualan pada *Aeroshape-The Beauty Aerobic Club*.

Penelitian studi kasus ini, dilaksanakan di *Aeroshape-The Beauty Aerobic Club*, PT. Bagus Girindra Wardana, Hotel Century Saphir Yogyakarta, pada bulan Juni 2002.

Populasi dalam penelitian ini adalah kategori paket program kebugaran yang ditetapkan oleh *Aeroshape-The Beauty Aerobic Club*. Sedangkan untuk sampelnya adalah salah-satu kategori dari paket program kebugaran tersebut, yaitu kategori wanita individual. Data dikumpulkan dengan teknik: (1)wawancara dan (2) dokumentasi. Teknik analisis data yang digunakan adalah : (1) analisis korelasi berganda dan (2) analisis regresi ganda

Berdasarkan analisis data diperoleh hasil sebagai berikut : (1) Terdapat hubungan yang kuat (0.604), dan signifikan antara harga jual dengan nilai penjualan (2) Terdapat hubungan yang kuat (0.603), dan signifikan antara biaya promosi dengan nilai penjualan (3) Tidak terdapat hubungan yang signifikan antara promosi dengan nilai penjualan.

**ABSTRACT**  
**THE INFLUENCE OF SELLING PRICE AND PROMOTION COST**  
**TOWARD SALES IMPROVEMENT**

A Case Study at “Aeroshape - The Beauty Aerobic Club”  
PT. Bagus Girindra Wardana, Century Saphir Hotel Yogyakarta

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2002

This research purposed to know the know the influence of selling price and promotion cost toward sales improvement at “Aeroshape-The Beauty Aerobic Club”.

This reseach was a case study, conducted at “Aeroshape-The Beauty Aerobic Club”, PT. Bagus Girindra Wardana, Century Saphir Hotel Yogyakarta, in June 2002.

The population in this research was including in category of health program package which was determined by “The Aeroshape-The Beauty Aerobic Club”. The sample was one of categories of the health program, that was individual woman category. The data analysis techniques used were : (1) interviews and (2) documentation. The data analysis techniques were : (1) multiple correlation analysis and (2) multiple regression analysis.

Based on the data analysis, the results were : (1) there was a strong and significant relationship (0.604) between the selling price and the sales value; (2) there was a strong and significant relationship (0.603) between the promotion cost and sales value; (3) there was no significant relationship between promotion cost and sales value.