

ABSTRAK

PENGARUH BIAYA DISTRIBUSI DAN BIAYA PROMOSI TERHADAP PENINGKATAN VOLUME PENJUALAN

Studi Kasus Pada Perusahaan Jamu Tradisional Sapta Sari Yogyakarta

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2002**

Penelitian ini bertujuan untuk mengetahui pengaruh biaya distribusi dan biaya promosi terhadap peningkatan volume penjualan pada Perusahaan Jamu Tradisional Sapta Sari Yogyakarta selama tahun 1993-2001.

Penelitian studi kasus ini dilaksanakan pada bulan Mei 2002. Data dikumpulkan dengan teknik: (1) Dokumentasi (2) Wawancara (3) Observasi. Teknik analisis data yang digunakan adalah: (1) Analisis korelasi sederhana *product moment* (2) Analisis korelasi berganda (3) analisis regresi linear berganda.

Berdasarkan analisis data diperoleh hasil sebagai berikut: (1) Terdapat pengaruh yang sangat tinggi (0,838), positif dan signifikan biaya distribusi terhadap peningkatan volume penjualan (2) Terdapat pengaruh yang sangat tinggi (0,808), positif dan signifikan biaya promosi terhadap peningkatan volume penjualan (3) Terdapat pengaruh yang sangat tinggi (0,947), positif dan signifikan biaya distribusi dan biaya promosi terhadap peningkatan volume penjualan.

ABSTRACT

THE INFLUENCE OF DISTRIBUTION AND PROMOTION COSTS TOWARD THE INCREASE OF SELLING VOLUME

A Case Study at: “Sapta Sari”, Traditional Herb Manufacturer Yogyakarta

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This research was purposed to know the influence of distribution and promotion costs toward the increase of selling volume at “Sapta Sari”, Traditional Herb Manufacturer, Yogyakarta in 1993 - 2001.

This case study research was conducted in May 2002. The data were gathered by using some techniques, they were: (1) documentation; (2) interviews; (3) observation. The data analysis techniques used were: (1) product moment simple correlation analysis; (2) multiple correlation analysis; (3) multiple linear regression analysis.

Based on the data analysis, the results were as following: (1) there was a very high, positive, and significant influence (0.838) of the distribution cost toward the increase of selling volume; (2) there was a very high, positive, and significant influence (0.808) of the promotion cost toward the increase of selling volume; (3) there was a very high, positive, and significant influence (0.947) of the distribution and promotion costs taken together toward the increase of selling volume.