

## **ABSTRAK**

### **PENGARUH BIAYA PENGEMBANGAN PRODUK, BIAYA PROMOSI DAN BIAYA KUALITAS TERHADAP VOLUME PENJUALAN**

**Studi Kasus Pada PT Mustika Ratu Tbk. Jakarta  
Periode Tahun 1998 - 2003**

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2005**

Penelitian ini bertujuan untuk mengetahui apakah : (1) ada pengaruh yang positif biaya pengembangan produk terhadap volume penjualan; (2) ada pengaruh yang positif biaya promosi terhadap volume penjualan; (3) ada pengaruh yang negatif biaya kualitas terhadap volume penjualan; dan (4) ada pengaruh biaya pengembangan produk, biaya promosi, dan biaya kualitas secara bersama-sama terhadap volume penjualan.

Penelitian dilaksanakan di PT Mustika Ratu Tbk. Jakarta pada bulan Maret – April 2004. Teknik pengumpulan data adalah wawancara, observasi, dan dokumentasi. Teknik analisis data penelitian ini adalah korelasi linear sederhana dan regresi linear berganda.

Hasil penelitian menunjukkan bahwa : (1) ada pengaruh yang positif dan signifikan biaya pengembangan produk terhadap volume penjualan ( $t_{hitung} = 16,780 > t_{tabel} = 1,667$ ); (2) ada pengaruh yang positif dan signifikan biaya promosi terhadap volume penjualan ( $t_{hitung} = 11,0404 > t_{tabel} = 1,667$ ); (3) ada pengaruh yang negatif dan signifikan biaya kualitas terhadap volume penjualan ( $t_{hitung} = -2,2342 < t_{tabel} = -1,667$ ); (4) ada pengaruh yang positif dan signifikan biaya pengembangan produk, biaya promosi, dan biaya kualitas secara bersama-sama terhadap volume penjualan ( $F_{hitung} = 116,315 > F_{tabel} = 2,75$ ).

## **ABSTRACT**

### **THE INFLUENCE OF PRODUCT DEVELOPMENT COST, PROMOTION COST AND QUALITY COST TOWARD SELLING VOLUME**

**Case Study Toward PT Mustika Ratu Inc. Jakarta  
Year Periode of 1998-2003**

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The purpose of this research is to find out whether : (1) there is a positive influence of product development cost toward selling volume; (2) there is a positive influence of promotion cost toward selling volume; (3) there is a negative influence of quality cost toward selling volume; (4) there is an influence of product development cost, promotion cost and quality cost all together toward selling volume.

The research was held at PT Mustika Ratu Inc. Jakarta on March – April 2004. The data gathering technique are interview, observation and documentation. The technique of research data analysis is single linear correlation and multiple linear regression.

The result of research shows that : (1) there is a positive and significant influence of product development cost toward selling volume ( $t_{counted} = 16,780 > t_{label} = 1,667$ ); (2) there is a positive and significant influence of promotion cost toward selling volume ( $t_{counted} = 11,0404 > t_{label} = 1,667$ ); (3) there is a negative and significant influence of quality cost toward selling volume ( $t_{counted} = - 2,2342 < t_{label} = - 1,667$ ); (4) there is a positive and significant influence of product development cost, promotion cost and quality cost all together toward selling volume ( $F_{counted} = 116,315 > F_{label} = 2,75$ ).