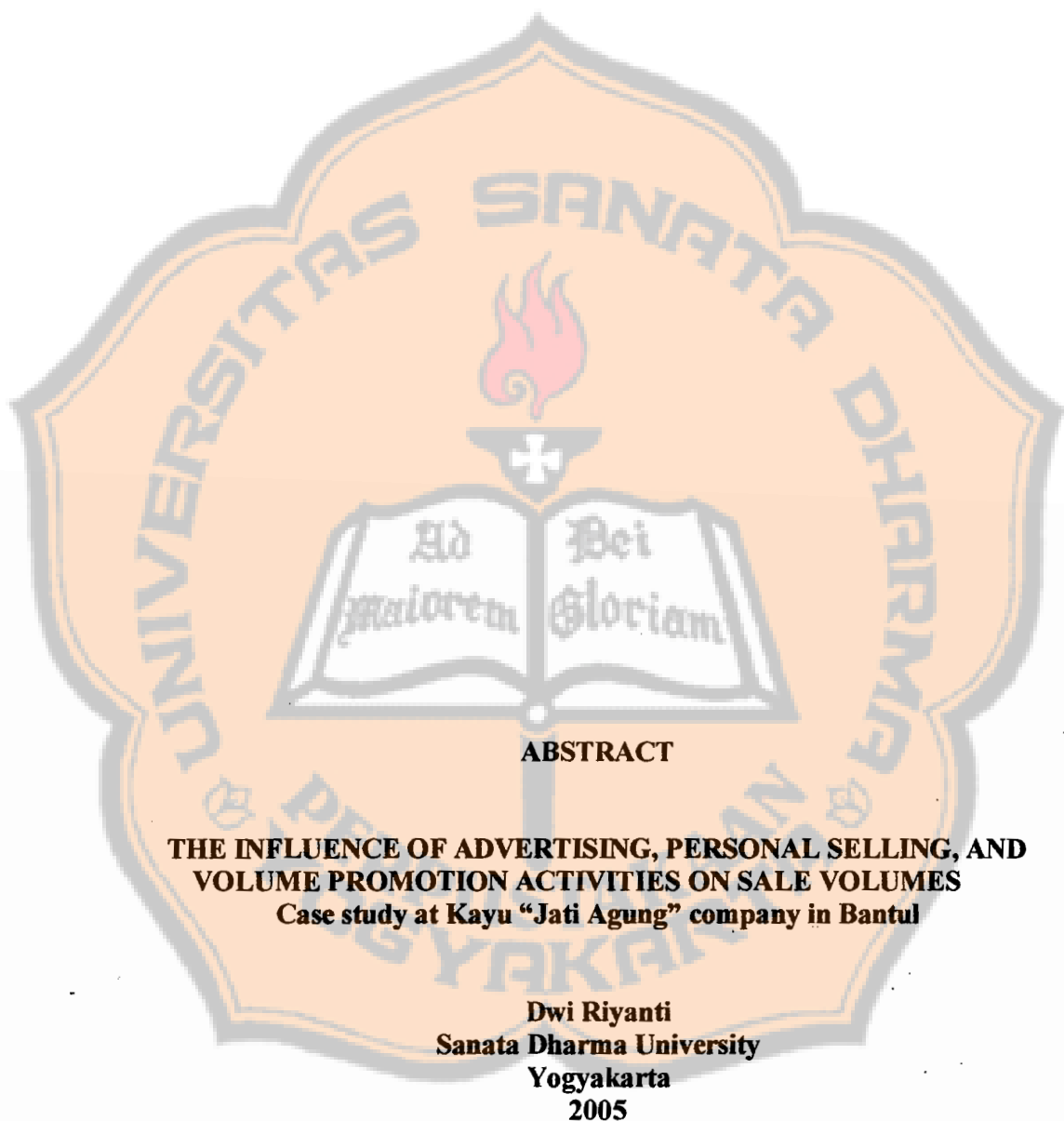




Tujuan penelitian ini adalah untuk mengetahui apakah: (1) ada pengaruh positif kegiatan periklanan terhadap volume penjualan; (2) ada pengaruh positif kegiatan *personal selling* terhadap volume penjualan; (3) ada pengaruh positif kegiatan promosi penjualan terhadap volume penjualan; (4) ada pengaruh positif kegiatan periklanan, *personal selling*, dan promosi penjualan terhadap volume penjualan.

Penelitian dilaksanakan di Perusahaan Kayu “ Jati Agung “ Bantul pada bulan Desember 2004-Januari 2005. Metode pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Teknik analisis data adalah korelasi *product moment* dan regresi linier berganda.

Hasil penelitian menunjukkan bahwa: (1) ada pengaruh positif kegiatan periklanan terhadap volume penjualan ($t_{hitung} = 4,329 > t_{tabel} = 2,101$); (2) ada pengaruh positif kegiatan *personal selling* terhadap volume penjualan ($t_{hitung} = 2,475 > t_{tabel} = 2,101$); (3) ada pengaruh positif kegiatan promosi penjualan terhadap volume penjualan ($t_{hitung} = 2,475 > t_{tabel} = 2,101$); (4) ada pengaruh positif kegiatan periklanan, *personal selling*, dan promosi penjualan terhadap volume penjualan ($t_{hitung} = 4,329 > t_{tabel} = 2,101$).



The purpose of this research was to find whether: (1) there was a positive influence advertising activities on sale volumes; (2) there was a positive influence personal selling activities on sale volumes; (3) there was a positive influence volume promotion activities on sale volumes; (4) there was a positive influence advertising, personal selling, and volume promotin activities on sale volumes.

The research was carried out at Kayu “Jati Agung ” company Bantul from December 2004 to January 2005. The data were gathered through the use of interviews, observation, and documentation. The data were analyzed by using correlation of product moment and multiple linear regressions.

The result of the data analysis showed that: (1) there was a positive influence advertising activities on sale volumes ($t_{\text{count}} = 4,329 > t_{\text{table}} = 2,101$); (2) there was a positive influence personal selling activities on sale volumes ($t_{\text{count}} = 2,472 > t_{\text{table}} = 2,101$); (3) there was a positive influence volume promotion