

ABSTRACT

DJODJON SRIZALDI (NIM 9861110086/NIRM 983133010160063). *The Influences of Promotion Mixed Costs on Sale result to Ades Paron in Bandung City* (Guider by Dedi Taufik).

The objective of this research is to identify implementation of promotion mixed which performed by Ades Paron and to analyze influence of promotion mixed costs through sale result.

Study method is used base on objective of such research namely evaluation method associative or relationship cause and effect between promotion mixed costs through sale result that using seconder data as primary material to analyze and to be supported with primar data such as interview result not structured with respondent. Data colecting method can be used are tabulated promotion mixed costs and sale result, while in the analysis processing is using quantitative analysis method and qualitative analysis.

The result of this objective such indicates that simultaneously promotion mixed costs has an influence on sale result. But model linear regression which made to explain influence or relationship between promotion mixed costs (advertising, personal selling, public relations and direct marketing) whit sale result can be concluded less efficient used to explain relationship between both variable. From four type of promotion performed, then personal selling as dominant variable and has an influence through sale result.

Allocation of promotion mixed costs must be required to enhanced with perform adjustments on variable that suggested most dominant to provide direct influence on sale result increasingly, as well as implement image branch and continuously increase product by developing product medel diversification.