

ABSTRAK

Mimin Garminah (Nim : 199901116/Nirm. 993133010160079) Analisis Pengaruh Biaya Pemasaran Terhadap Peningkatan Volume Penjualan Benih Kentang Unggul.

Penelitian ini bertujuan untuk mengetahui : (1) Bagaimana pengaruh biaya pemasaran terhadap peningkatan volume penjualan benih kentang unggul (2) Seberapa besar kuat lemahnya hubungan antara biaya pemasaran terhadap volume penjualan benih kentang unggul.

Penelitian ini menggunakan metode deskriptif kuantitatif yang lebih menitikberatkan kepada pendalaman obyek untuk mengetahui pengaruh biaya pemasaran terhadap peningkatan volume penjualan. dilakukan dengan menggunakan analisis menghitung besarnya koefisien regresi atas variabel biaya pemasaran terhadap peningkatan volume penjualan, melakukan pengujian hipotesis dengan menggunakan uji t dan mengukur kuat-lemahnya hubungan antara biaya pemasaran terhadap peningkatan volume penjualan dengan uji R^2 .

Hasil penelitian menunjukkan t hitung $>$ t tabel masing-masing sebesar $48,074 > 1,753$, berarti hipotesa H_0 ditolak, artinya ada pengaruh positif antara biaya pemasaran terhadap peningkatan volume penjualan.

Mengukur kuat lemahnya hubungan antara biaya pemasaran terhadap peningkatan volume penjualan dari hasil perhitungan $0,994$, artinya pengaruh biaya pemasaran (x) terhadap variasi (naik turunnya) volume penjualan (y) sebesar $99,4\%$. Sedangkan sisanya sebesar $0,6\%$ dipengaruhi faktor lain.

Dari hasil estimasi model menunjukkan variabel biaya pemasaran (x) berpengaruh positif terhadap variabel peningkatan volume penjualan (y) sebesar 180.094 , berarti pada setiap kenaikan volume 1 (satu) Rupiah pada variabel biaya pemasaran akan menyebabkan kenaikan volume penjualan sebesar Rp. $180.094,-$ dengan standar error 3.746 .

Untuk lebih meningkatkan volume penjualan benih kentang unggul diperlukan tambahan modal kerja, penyederhanaan kebijakan pemerintah tentang prosedur tata niaga benih kentang unggul dan perbaikan manajemen perusahaan.

ABSTRACT

Mimin Garminah (NIM : 199901116/Nirm. 993133010160079) The analyses of influenced marketing expensed against the sale volume excalation for the superior potato seed.

This research purposed to knows : (1) How the influenced marketing expensed against the sale volume excalation for the superior potato seed; (2) How great the strenght and the weakness of connection between a sold against the sale volume for the superior potato seed.

This research used the descriptive and quantitative method that's centered of gravity for insided the object to know the sold influence of sale against the sale volume excalation, in effected with using the analises of a biggest accounting regression coefficient upon the sold variable marketing against sale volume excalation, effected the hypotizes experiment with using test t and measured the strenght and weakness of connection between a sale marketing against a sale volume axcalation with using test R^2 .

The research result shows t account $> t$ every tabels as huge as $48,074 > 1.753$, that's Hipotesa rejected, that's mean there is an positif influence between marketing expense against sale volume excalation.

Measured the strenght and weakness connection between marketing expense against the sale volume axcalation from the account result $0,994$, that's mean the influence marketing expense (x) against the sale volume variation (the up down) (y) as huge as $99,4\%$. While the reminder as huge as $0,6\%$ influenced with the another factor.

From the modal estimation result shows the marketing expense variable (x) positifly influenced against sale volume axcalation variable (y) as huge as 180.094 , means for the every excalation 1 (one) rupiah for the marketing axpense variable should caused the excalation marketing volume as huge as Rp. $180.094,-$ with the error standar 3.746 .

In order to more excalatered an marketing superior potato seed volume needs additional worked modal, unpretentioused the government wised about thje procedure trade ordered the superior potato seed and business manajemnt improvement.