

ABSTRACT

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THE INFLUENCE OF PERSONAL SELLING AND SALES PROMOTION ON THE EFFECTIVENESS OF PRODUCT SALES AT PT MULIA KEKAL ABADI (MULIA SWALAYAN)

(xiii+77 pages; 5 figures; 49 tables; 11 appendixes)

There are two important elements in sales activities, namely personal selling and sales promotion. In order to make good sales, the company conducts personal selling to support its sales activities. Unfortunately, the personal selling carried out by the company's salesmen has many shortcomings. This is evidenced by the number of consumer complaints about the company's personal selling. sales promotion conducted by PT Mulia Kekal Abadi is still minimal, this affects not achieving sales targets and declining sales.

The method used by the writer in this research is descriptive method and correlational method. The type of research used is quantitative research. The result of coefficient of determination (R^2) is 0.595. It means that the 59.5% of Effectiveness of Product Sales is influenced by Personal Selling and Sales Promotion and the remaining 39.7% is influenced by other variables outside this research. The significance level of Personal Selling is 0.000, the level is < 0.05 , It means There is positive and significant influence between Personal selling and sales effectiveness. The significance level of Sales Promotion is 0.001, the level is < 0.05 , It means there is positive and significant influence between Sales promotion and sales effectiveness. The simultaneous / joint significance test (F statistical test) produces a calculated F value of 73.724 with significant 0.000. The result showed that personal selling and sales promotion have influence towards sales effectiveness.

Keywords: Personal Selling, Sales Promotion, Effectiveness of Product Sales

References: 24 (2015-2018)

ABSTRAK

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PENGARUH PERSONAL SELLING DAN PROMOSI PENJUALAN TERHADAP EFEKTIVITAS PENJUALAN PRODUK PADA PT MULIA KEKAL ABADI (MULIA SWALAYAN)

(xiii+77 halaman; 5 gambar; 49 tabel; 11 lampiran)

Ada dua elemen penting dalam kegiatan penjualan, yaitu personal selling dan promosi penjualan. Untuk dapat melakukan penjualan yang baik maka perusahaan melakukan personal selling untuk menunjang kegiatan penjualannya. Sayangnya, personal selling yang dilakukan oleh sales perusahaan memiliki banyak kekurangan. Hal ini dibuktikan dengan banyaknya keluhan konsumen tentang personal selling perusahaan. Promosi penjualan yang dilakukan oleh PT Mulia Kekal Abadi masih minim, hal ini berdampak pada tidak tercapainya target penjualan dan penurunan penjualan.

Metode yang digunakan penulis dalam penelitian ini adalah metode deskriptif korelasional. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Hasil koefisien determinasi (R^2) adalah 0,595. Artinya 59,5% Efektivitas Penjualan Produk dipengaruhi oleh Personal Selling dan Sales Promotion. Tingkat signifikansi Personal Selling dan promosi penjualan sebesar 0,000, taraf $< 0,05$ artinya Ada pengaruh positif dan signifikan antara Personal selling dan juga promosi penjualan dengan efektivitas penjualan. Uji signifikansi simultan/bersama (uji statistik F) menghasilkan nilai F hitung sebesar 73,724 dengan signifikansi 0,000 artinya personal selling dan promosi penjualan berpengaruh terhadap efektivitas penjualan.

Kata Kunci : Penjualan Personal, Promosi Penjualan, Efektivitas Penjualan Produk

Referensi: 24 (2015-2018)