

TABLE OF CONTENTS

COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF SKRIPSI	ii
APPROVAL PAGE BY SKRIPSI ADVISOR	iii
APPROVAL PAGE BY SKRIPSI EXAMINATION COMMITTEE	iv
ABSTRACT.....	v
PREFACE	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES.....	x
LIST OF TABLES.....	xi
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION	
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM LIMITATION	5
1.3 PROBLEM FORMULATION.....	6
1.4 OBJECTIVE OF THE RESEARCH	6
1.5 BENEFIT OF THE RESEARCH	7
1.5.1 THEORITICAL BENEFIT.....	7
1.5.2 PRACTICAL BENEFIT	7
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 THEORETICAL BACKGROUND.....	8
2.1.1 MARKETING MANAGEMENT.....	8
2.1.2 PERSONAL SELLING	9
2.1.3 SALES PROMOTION.....	15
2.1.4 SALES	20
2.2 PREVIOUS RESEARCH	26
2.3 HYPOTHESIS DEVELOPMENT.....	27

2.4	RESEARCH MODEL	27
2.5	FRAMEWORK OF THINKING	29

CHAPTER III RESEARCH METHODOLOGY

3.1	RESEARCH DESIGN	30
3.2	POPULATION AND SAMPLE	32
3.2.1	RESEARCH LOCATION AND TIME	32
3.2.2	POPULATION	32
3.2.3	SAMPLE	32
3.3	DATA COLLECTION METHOD	33
3.4	OPERATIONAL VARIABLE DEFINITION AND VARIABLE MEASUREMENT	34
3.4.1	OPERATIONAL VARIABLE DEFINITION	34
3.4.2	VARIABLE MEASUREMENT	37
3.5	DATA ANALYSIS METHOD	37
3.5.1	DESCRIPTIVE STATISTICS	38
3.5.2	VALIDITY TEST	40
3.5.3	RELIABILITY TEST	41
3.5.4	COEFFICIENT OF CORRELATION TEST	43
3.5.5	COEFFICIENT OF DETERMINATION TEST	44
3.5.6	MULTIPLE LINEAR REGRESSION TEST	45
3.5.7	HYPOTHESIS TESTING	46

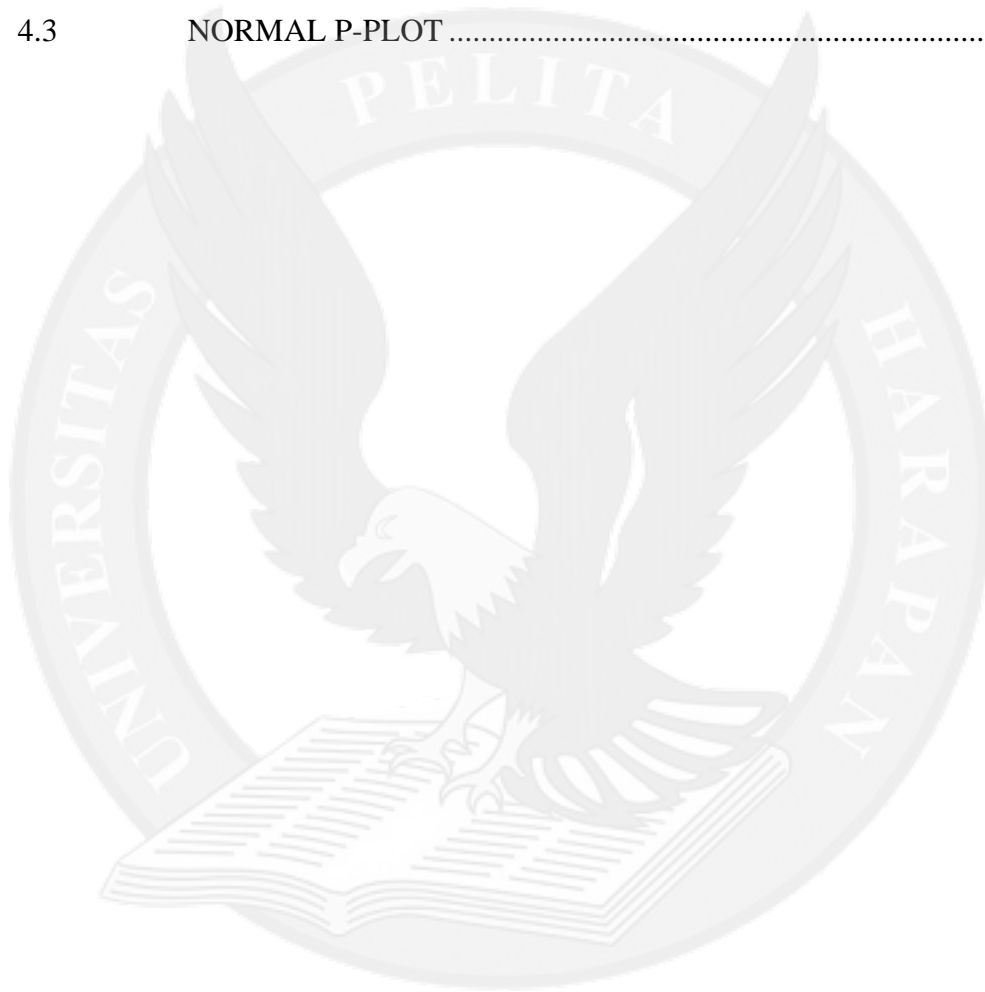
CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	GENERAL VIEW OF "RESEARCH OBJECT"	50
4.1.1	COMPANY BACKGROUND	50
4.1.2	VISION AND MISSION OF PT. MULIA KEKAL ABADI	51
4.1.3	ORGANIZATION STRUCTURE	51
4.1.4	JOB DESCRIPTION	53
4.2	DATA ANALYSIS	54
4.2.1	TEST OF RESEARCH INSTRUMENT	54

4.2.1.1 VALIDITY TEST	55
4.2.1.2 RELIABILITY TEST	56
4.2.2 DESCRIPTIVE STATISTICS	57
4.2.2.1 RESPONDENT CHARACTERISTICS	58
4.2.2.2 EXPLANATION OF RESPONDENTS ON RESEARCH VARIABLES	60
4.2.3 RESULT OF DATA QUALITY TESTING	73
4.2.3.1 CLASSICAL ASSUMPTION TESTING RESULTS	73
4.2.3.1.1 NORMALITY TEST	73
4.2.3.2 REGRESSION EQUATION	75
4.2.3.2.1 COEFFICIENT OF CORRELATION	75
4.2.3.2.2 MULTIPLE REGRESSION LINEAR TEST	76
4.2.4 RESULT OF HYPOTHESIS TESTING	77
4.2.4.1 TEST OF DETERMINATION (R ²)	77
4.2.4.2 RESULT OF HYPOTHESIS TESTING	77
4.3 DISCUSSION	80
 CHAPTER V CONCLUSION	
5.1 CONCLUSION	82
5.2 RECOMMENDATION	83
REFERENCES	85

LIST OF FIGURES

2.1	RESEARCH OF MODEL.....	28
2.2	FRAMEWORK OF THINKING	29
4.1	COMPANY STRUCTURE.....	52
4.2	HISTOGRAM	73
4.3	NORMAL P-PLOT	74



LIST OF TABLES

1.1	The product sales data at Mulia Swalayan.....	3
1.2	Consumer Complaints Data on Mulia Swalayan Personal Selling for the 2020 Period	4
1.3	Sales promotion data of PT Mulia Kekal Abadi Period 2020	5
2.2	PREVIOUS RESEARCH	20
3.1	Operational Variable	36
3.2	Likert Scale Instrument.....	37
3.3	Validity Test Scales	41
3.4	Reliability Test Scales	42
3.5	Coefficient of Correlation Scale	44
3.6	Coefficient Determination Scale.....	45
4.1	Validity test.....	55
4.2	Reliability Test for Personal selling.....	56
4.3	Reliability Test for Sales Promotion.....	56
4.4	Reliability Test for Effectiveness of Product Sales	56
4.5	Mean, Median, Mode for Personal selling.....	57
4.6	Mean, Median, Mode for Sales Promotion.....	58
4.7	Mean, Median, Mode for Effectiveness of Product Sales	58
4.8	Respondents Characteristic Based on Age	59
4.9	Age Statistics	59
4.10	Respondents Characteristic Based on Gender	60
4.11	Q1: Employees arrange the products attractively	61
4.12	Q2: Employees understand all of the product features	61
4.13	Q3: Employees look proper, neat and professional	62
4.14	Q4: Employees are able to demonstrate the product sales.....	62
4.15	Q5: Employees are fast and liable when handling customers Complaint.....	63
4.16	Q6: Employees follow up on customer after their transaction	63
4.17	Q7: Employees explain the products quality and benefits well.....	64

4.18	Q8: Employees maintain the quality of personal selling	64
4.19	Q9: Mulia Swalayan is committed to providing a budget for sales promotion.....	65
4.20	Q10: The brand of the products is committed to providing a budget for sales promotion	65
4.21	Q11: Mulia Swalayan has carried out an attractive sales promotion	66
4.22	Q12: Mulia Swalayan has carried out a variety of sales promotion .	66
4.23	Q13: Mulia Swalayan has conducted frequent sales promotions	67
4.24	Q14: Mulia Swalayan has conducted a good quality sale Promotion.....	67
4.25	Q15: Mulia Swalayan provides feedbacks after the sales Promotion.....	68
4.26	Q16: Mulia Swalayan asks customer to provide feedback after the sales promotion	68
4.27	Q17: Mulia Swalayan ensures that employees have a good knowledge of the product	69
4.28	Q18: Mulia Swalayan provides training to improve employee Skills	69
4.29	Q19: Mulia Swalayan provides sales promotions when there is an increase in customer demand	70
4.30	Q20: Mulia Swalayan provides sales promotions when required by the product brands	70
4.31	Q21: Mulia Swalayan provides adequate facilities to support the sales promotion	71
4.32	Q22: Mulia Swalayan provides adequate number of sales people to carry out promotions	71
4.33	Q23: Mulia Swalayan conducts sales promotions to increase its profits	72
4.34	Q24: Mulia Swalayan conducts more sales promotions when there is an increase in the number of sales	72
4.35	Coefficient of Correlation Correlation.....	75

4.36	Multiple Regression Linear Output Coefficients.....	76
4.37	Determination Test	77
4.38	F- Test	78
4.39	t- Test	79



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B: RESPONDENT ANSWER OF PRE TEST.....	B-1
APPENDIX C: RESPONDENT ANSWER FOR VARIABLE X.....	C-1
APPENDIX D: RESPONDENT ANSWER B FOR VARIABLE Y	D-1
APPENDIX E: INSTRUMENT FOR VALIDITY TEST.....	E-1
APPENDIX F: INSTRUMENT FOR RELIABILITY TEST	F-1
APPENDIX G: RESULTS OF SPSS TEST.....	G-1
APPENDIX H: R-TABLE.....	H-1
APPENDIX I: F- TABLE.....	I-1
APPENDIX J: T- TABLE	J-1
APPENDIX K: COMPANY LETTER	