

ABSTRACT

Raziv Kalam Mahardika: The Effect of Promotion and Service on Sales Levels in the Syall Collection Through the Khiyar System

Competition in the trading business is growing, so that trading businesses must try to sell quality products at competitive prices in marketing. To overcome the intense competition in product marketing, one of the efforts made by the trading business is to implement good promotions and services, where in the implementation of this strategy the trading business tries to provide satisfaction to consumers with good service and good promotions in order to attract customers, attention of consumers, so that the increase in product sales continues to increase. Given the level of competition continues to increase, the trading business must develop the right policies. Promoting products is the first step in terms of attracting consumer interest and is related to increasing sales.

The purpose of writing this thesis is to find out how much influence the promotion and service in the Sollection scarf has, find out how big the sales level is in the scarf collection through the khiyar system and to find out how much the promotion and service implementation has on the sales level in the khiyar scarf collection system.

This study uses a quantitative descriptive method. The data obtained from the distribution of questionnaires to 70 respondents as a data collection tool. This study uses a survey method with data analysis techniques that use multiple linear regression and Pearson correlation to determine the magnitude of the X_1 variable to the Y variable and the X_2 variable to the Y , as well as to test the hypothesis to determine the magnitude of each variable. After being analyzed. The analytical method used in this study is a simple regression analysis method with the SPSS 21 application.

The results based on the (t test) show that the t -count value of the promotion variable is 3.385. Because $t_{count} 3,385 > t_{table} 1,996$, it can be concluded that H_a is accepted. This means that there is a significant effect of Promotion (X_1) on Sales Level (Y). The t_{count} value of the Service variable is 6.208. Because $t_{count} 6.208 > t_{table} 1,996$, it can be concluded that H_a is accepted. This means that there is a significant effect of Service (X_2) on Sales Level (Y). The results of the Coefficient of Determination test results obtained R Square of. The magnitude of the coefficient of determination (R Square) is 0.490 or equal to 49.0%.

Then it can be concluded this figure means that the Promotion variable (X_1) and the Service variable (X_2) have an effect on the Sales Level variable (Y) of 49.0%. While the rest ($100\% - 49.0\% = 51\%$) is influenced by other variables not examined.

Keywords: Promotion, Service, Sales Level