

ANALISIS PENGARUH BIAYA PROMOSI DAN HARGA JUAL TERHADAP VOLUME PENJUALAN PADA SEBUAH PERUSAHAAN PROPERTI DI DAERAH LAMPUNG

Oleh : Andreas Aswin

Buying things is an activity that has been done since the first age of humanity. People buy things to fulfill living needs. At first humans used barter system, where people trade an item for other things they need. Nowadays humans use money for buying things, and today, Indonesia's economic power is rising among the globe.

Based on that increase, people get more income, and upgrade their lifestyle. One of the things to buy for such need is property, which, like other things, at first people will look into promotion and selling price, thus the two variables have been used for this research. The goal of this research is to understand whether selling prices and promotion cost have an impact or not on selling volume.

The data used for making this research is from a property company based in Lampung. The research is a quantitative research, using descriptive correlational method and the analysis was made using SPSS 25. The data was taken from the company's monthly monetary report from year 2015 to 2018. An interview was also done on one of the company's board of directors. The selling price was controlled by government since the product was government subsidiary backed houses, therefore the only variable that the company can fully control was the promotion cost. The conclusion was that the price partially affects the selling volume negatively, and promotion cost partially affects the selling volume positively. Both variables simultaneously affect the selling volume positively. Thus, the company should focus on better promotion programs.

Key words: Promotion Cost, Selling Price, Selling Volume, Descriptive Correlational, SPSS 25