

The Effect of Promotion, Product Quality and Price on Wingko's Sales Volume at the Monalisa Babat Outlet, Dyka Hariyono, Ali Muhajir, Rifky Ardhana Kisno Saputra, 2023, Management Study Program, Faculty of Economics, Darul Ulum Islamic University Lamongan

ABSTRACT

This study aims to determine the effect of promotion, product quality and price on wingko sales volume partially and simultaneously at the Monalisa Babat outlet. This research is quantitative descriptive. The population in this study are consumers at the Monalisa Tripe outlet. The sampling technique used accidental sampling with the slovin formula so that 71 respondents were obtained. The analytical method used is a questionnaire test, classical assumption test, hypothesis testing, multiple linear regression and the coefficient of determination (r^2). The research was conducted by partial test and processed with SPSS 25. The results showed that promotion variables had no effect on sales volume as evidenced by t -table $1.065 < 1.665$ with $\text{sig } 0.291 > 0.05$. The product quality variable has a positive effect on sales volume, but the t count value is $2.850 > 1.665$ with $\text{sig } 0.039 < 0.05$. The price variable has a positive and significant effect on sales volume as evidenced by t -table $4.006 > 1.665$ with $\text{sig } 0.00 < 0.05$. Based on the results of the f test simultaneously it is proven that f count is $17.542 > f$ table 2.74 which shows that simultaneously marketing (x_1), product quality (x_2), price (x_3) has an effect on sales volume (y) and the value of the adjusted r square is 0.415 or 41.5% .

Keywords: Promotion, Product Quality, Price and Sales Volume.

Pengaruh Promosi, Kualitas Produk Dan Harga Terhadap Volume Penjualan Wingko Pada Gerai Monalisa Babat, Dyka Hariyono, Ali Muhajir, Rifky Ardhana Kisno Saputra, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Promosi, kualitas produk dan harga terhadap volume penjualan wingko secara parsial dan simultan pada gerai monalisa Babat. Penelitian ini merupakan penelitian kuantitatif deskriptif. Populasi pada penelitian ini adalah konsumen pada gerai monalisa Babat. Teknik pengambilan sampel menggunakan *accidental sampling* dengan rumus slovin sehingga dapat diperoleh 71 responden. Metode analisis yang digunakan uji kuesioner, uji asumsi klasik, uji hipotesis, regresi liner berganda dan koefisien determinasi (r^2). Penelitian dilakukan dengan uji parsial dan diolah dengan SPSS 25. Hasil penelitian diperoleh variabel Promosi tidak berpengaruh terhadap volume penjualan dibuktikan dengan t-tabel $1,065 < 1,665$ dengan sig $0,291 > 0,05$. Variabel kualitas produk berpengaruh positif terhadap volume penjualan dibuktikan t-hitung $2,850 > 1,665$ dengan sig $0,039 < 0,05$. Variabel harga berpengaruh positif dan signifikan terhadap volume penjualan dibuktikan t-tabel $4,006 > 1,665$ dengan sig $0,00 < 0,05$. Berdasarkan Hasil uji f simultan dibuktikan f-hitung $17,542 > f$ tabel $2,74$ menunjukkan secara simultan Promosi (x_1), kualitas produk (x_2), harga (x_3) berpengaruh terhadap volume penjualan (y) dan nilai *adjust r square* $0,415$ atau $41,5\%$.

Kata Kunci : Promosi, Kualitas Produk, Harga dan Volume Penjualan.