

ABSTRACT

" Promotion Mix Analysis In Sales Improving Lifebuoy Soap" (Case Study in Alfamart Sukaluyu Bandung in 2014)

This study aims to determine the effect of increasing sales promotion mix in the soap lifeboy case study in Alfamart Sukaluyu in Bandung 2014.

Results of research conducted by the researchers showed that the impact on sales promotion mix lifebouy soap. Level categories for respondents to the promotional mix of respondents expressed moderate and the high product sales lifeboy categorized. In a hypothesis test conducted using the F test, obtained p-value = 0.000. P-value is smaller than the specified alpha value of 5% that have an influence on the promotion mix lifeboy soap sales. To see what percentage of the effect on sales promotion mix lifeboy soap, can be seen from the coefficient of determination. The coefficient of determination obtained at 0.634 so the effect on sales promotion mix lifeboy by 63.4% while the remaining 36.6% is influenced by other variables not included in this study .

Keywords : Mix Promotion , Sales Soap Lifeboy, Alfamart Sukaluyu Bandung