

Abstract

Solo Murni Company (Kiky Creative Products, Inc.) is a multinational company engaged in the printing industry. This company has several branches as a distributor of its products in several cities such as Jakarta, Bandung, Surabaya, Palembang, Solo, Pekanbaru and Padang. There are so much number of transactions that is done by Solo Murni Company (Kiky Creative Products, Inc.) for the Bandung distributor branch, because all of the shops both large and small that sell items of stationery buy his wares here. The scope of the distribution of Solo Murni (Kiky Creative Products, Inc.) for Bandung Distributor branch covering almost the entire West Java Province region.

During this time, all of the decisions that is taken by the company using more the instinct of the individuals who worked in that company. And to optimize the decisions that is taken by the company in this case for total sales forecasting we need the right strategy to deliver the optimum result. In this final task, developed a system to forecast the total sales based on the historical data using Multiple Linear Regression (MLR) method. More optimal the regression equation is constructed then result accuracy is better.

The data that used is total sales historical data from January 2007 to May 2010. From that data, MLR constructs the regression equation that is used to estimate next month total sales. From the testing process, obtained the best average accuracy of 90% for testing data.

Keyword : *Multiple Linear Regression, total sales, historical data*