

Abstract

This study aims to determine whether the product , price and place broccoli PD . Sabar Subur may affect the sales volume in the wholesale market traders Caringin Bandung . This type of research used in this research is descriptive and quantitative research that involved 32 respondents consumers PD . Sabar Subur and aims to determine whether the product , the price and the effect on the volume of sales in the wholesale market traders Caringin Bandung . Data analysis technique used is multiple linear regression analysis were previously tested with classical assumption of normality test , multicollinearity test , test heteroskedestisitas , f test , t test , correlation coefficient , the coefficient of determination . From the research that the independent variables consist of product , price and place on the dependent variable sales volume by 55.65 % while the remaining 44.34 % is explained by other variables not examined in this study .

Keywords: Product , Price , Place , Sales Volume , Wholesale Caringin , Descriptive , Quantitative