

ABSTRACT

As the current technology and information develop, the company's ability to be more careful in business competition. If the company wants to exist in competition, then the company must pay attention to one of the main functions of marketing. The phenomenon of competition in the era of globalization will increasingly direct the economic system of any country to market mechanisms that ultimately position the marketer to always develop and seize market share. This study aims to find out how Product Quality and Sales Promotion Socks PT. Soka Cipta Niaga Bandung according to Internal company and according to customer's perception. This research is research using qualitative method with descriptive study approach. The author uses in-depth interview techniques to the internal PT. Soka Cipta Niaga Bandung. From the eight dimensions of product quality, the author of the author, there are five most dominant dimensions to increase sales on a scale such as features, reliability, conformity with specifications, durability, aesthetics and Of the seven dimensions of sales promotion that the author thoroughly there are six most dominant dimensions to increase sales On a scale such as price packages, joint promotions, discounts, trade shows and conventions, direct prizes, sales promotions.

Keywords: Product Quality, Sales Promotion