

ABSTRACT

Osella.Booant NPM 16610067, 2020. The Effect of Promotional and Distribution Costs on Motorcycle Sales in Cikande Punggur COMMANDITAIRE VENNOOTSCHAP/ Limited partnership (CV), Central Lampung. Faculty of Economics and Business, Bachelor of Management Study Program, Muhammadiyah University of Metro. Advisers (1) Ratmono,S.E.,M.M., (2) H.Suwarto,S.E.,M.M

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This study aimed to test empirically whether there is an influence of distribution and sales promotion costs on motorcycle sales at the CV of Punggur Cikande, Central Lampung. The data obtained from observations and interviews. The analysis technique used is the analysis of Simple Linear Regression. The results of the analysis are then analyzed by the T test and the F test. The results of this study indicate that the promotion costs simultaneously affect the sales volume at the CV of Punggur Cikande, Central Lampung. The distribution costs affected simultaneously on sales volume at the CV of Punggur Cikande, Central Lampung. Promotional and distribution costs simultaneously affected the volume of sales on the CV of Punggur Cikande, Central Lampung.