

**A. ANALISA PENGARUH BIAYA PROMOSI DAN HARGA PRODUK
TERHADAP VOLUME PENJUALAN PADA PERUSAHAAN BATIK
PRINTING CATUR ASRI, BAKI- SUKOHARJO.**

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ABSTRAKSI

Promotion expense released by a company expected can assist in reaching sale volume which have in planning so that will induce at level of obtained advantage. This research aim to utilize to know the influence expense of promotion and product price to attainment of sale volume. This research use the type explanatory and also use the primary list and sekunder list. Method of list collecting use the technique interview and documentation.36

financial statement list the company analysed to use the test regresi by parsial or individual and testedly is doubled regresi to independent variable and variable dependen with the mistake level of equal to 5%.26

Result of research indicate that the influence of promotion expense have the character of positive and give the smallest influence. While product price give the biggest influence having the character of negativity.24