

**PENGARUH HARGA DAN IKLAN TERHADAP VOLUME PENJUALAN  
JAMU SEHAT PERKASA PADA PT. NYONYA MENEER SEMARANG**

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***Abstract :***

*This research is aimed at finding out the influence of price and promotion on the selling capacity of Jamu Sehat Perkasa PT. Nyonya Meneer Semarang, that has been fluctuating in the past twelve years, regarding to the company's minimum policy on price and promotion.. This explanatory research makes use of simple and multiple regression analysis and coefficient statistic calculation. The result proves that price and promotion have a significant effect on the selling volume, as much as 87,7percent. The regression calculation shows that  $Y = 4142675 - 2749,583 X1 + 0.009904X2$ . It concludes that a low selling rate and a high promotion cost will result to higher selling volume.*

***Keywords :*** price, promotion, selling capacity