

ABSTRAK

Penelitian bertujuan untuk mengetahui biaya promosi, omzet penjualan dan pengaruh biaya promosi melalui media sosial (X) terhadap omzet penjualan (Y) pada jasa Catering "Seduluran". Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik pengumpulan data berupa wawancara dan dokumentasi. Metode wawancara digunakan untuk mendapatkan data mengenai sejarah perusahaan, visi dan misi perusahaan dan struktur organisasi. Metode dokumentasi digunakan untuk mendapatkan data berupa laporan keuangan yang berhubungan dengan omzet penjualan dan biaya promosi penjualan melalui media sosial. Dengan jumlah sampel biaya promosi dan omzet penjualan selama 12 bulan (April 2018 sampai dengan Maret 2019). data penelitian ini diolah dengan *software* SPSS kemudian dianalisis menggunakan regresi sederhana dengan rumus $Y = a + bX$, selanjutnya analisis koefisien korelasi, analisis koefisien determinasi dan uji-t. dari hasil penelitian menunjukkan persamaan regresi linier sederhana yaitu $Y = 9002191,667 + 82,332X$ dan berdasarkan analisis korelasi diperoleh hasil $R=0,578$ menunjukkan adanya tingkat hubungan yang sedang antara biaya promosi melalui media sosial dan omzet penjualan. Sedangkan koefisien determinasi sebesar 33,4% omzet penjualan dipengaruhi biaya promosi dan 66,6% dipengaruhi faktor lain. Uji hipotesis $t_{hitung} = 2,240 > t_{tabel} = 2,228$, H_0 ditolak dan H_a diterima artinya biaya promosi melalui media sosial berpengaruh signifikan terhadap omzet penjualan.

Kata Kunci : Biaya Promosi, Media Sosial, Omzet Penjualan.

ABSTRACT

The aim of this study is to determine the advertising costs, sales and the impact of promotion costs on social media (X) towards sales (Y) of the catering service "Seduluran". The research method used is a quantitative method using data collection techniques such as interviews and documentation. The interview method is used to obtain data about the company history, the company vision as well as the mission and organizational structure. The documentation method is used to obtain data in the form of sales and promotional costs related to social media. With a sample size of promotion costs and sales for 12 months (April 2018 to March 2019). The data from this study were processed using the SPSS software and then analyzed using a simple regression with the formula $Y = a + bX$, then the correlation coefficient analysis, the determination coefficient analysis and the t-test. The results of the study show a simple linear regression equation, $Y = 9002191.667 + 82.332X$, and based on the correlation analysis, the results of $R = 0.578$ show a moderate correlation between advertising costs through social media and sales. While the determination coefficient of 33.4% sales is influenced by advertising costs and 66.6% by other factors. Hypothesis test $t = 2,240 > t \text{ table} = 2,228$, H_0 is rejected and H_a is accepted, which means that the cost of advertising on social media has a significant impact on sales.

Keywords: promotion costs, social media, sales.