

PENGARUH *CUSTOMER SERVICE*, *TRAFFIC* DAN PROMOSI TERHADAP
PENCAPAIAN TARGET SALES DI PEDRO CIPUTRA SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Customer Service*, *Traffic* Dan Promosi Terhadap Pencapaian Target *Sales* Di Pedro Ciputra Surabaya. Jenis penelitian ini merupakan penelitian kuantitatif. Jumlah sampel yang diambil 35 responden dengan metode pengambilan sampelnya adalah teknik sampling jenuh/sensus. Alat analisis yang digunakan adalah uji instrumen terdiri dari: uji validitas, uji reliabilitas, uji asumsi klasik terdiri dari: uji normalitas, multikolinearitas, heteroskedastisitas dan autokorelasi, serta uji hipotesis yang terdiri dari: analisis regresi linier berganda, uji t, uji F dan Koefisien determinasi (R^2).

Berdasarkan hasil analisis regresi berganda diperoleh formulasi $Y = 2,518 + 0,336X_1 + 0,399X_2 - 0,303X_3 + e$, dimana Y merupakan variabel pencapaian target *sales*, X_1 merupakan *customer service*, X_2 adalah *traffic* dan X_3 adalah promosi. Uji t penelitian menunjukkan variabel *Customer Service* dan *Traffic* memiliki pengaruh yang signifikan positif terhadap pencapaian target *sales* sedangkan variabel promosi tidak berpengaruh terhadap pencapaian target *sales*. Hasil uji F dapat dianalisis bahwa ketiga variabel bebas berpengaruh secara signifikan terhadap pencapaian target *sales*, dimana nilai F_{hitung} sebesar $7,721 > 2,641 F_{tabel}$ dan tingkat signifikansi $0,001 < 0,05$. Uji terakhir penelitian adalah uji koefisien determinasi dengan nilai R^2 sebesar 0,428, berarti variabel bebas memiliki kontribusi terhadap variabel pencapaian target *sales* sebesar 42,8 %, sisanya dijelaskan oleh variabel lain diluar model.

Kata kunci : *Customer Service*, *Traffic*, Promosi dan Pencapaian Target *Sales*

ABSTRACT

This study aims to analyze the influence of customer service, traffic and promotions on the achievement of sales targets at Pedro Ciputra Surabaya. This type of research is a quantitative research. The number of samples taken by 35 respondents with the sampling method is a saturated/census sampling technique. The analytical tool used is an instrument test consisting of: validity test, reliability test, classical assumption test consisting of: normality test, multicollinearity, heteroscedasticity and autocorrelation, as well as hypothesis testing consisting of: multiple linear regression analysis, t test, F test and coefficient determination (R^2).

Based on the results of multiple regression analysis, the formulation $Y = 2.518 + 0.336X_1 + 0.399X_2 - 0.303X_3 + e$, where Y is the sales target achievement variable, X_1 is customer service, X_2 is traffic and X_3 is promotion. The research t-test shows that the Customer Service and Traffic variables have a significant positive effect on the achievement of sales targets, while the promotion variables have no effect on achieving sales targets. The results of the F test can be analyzed that the three independent variables have a significant effect on the achievement of sales targets, where the Fcount value is $7.721 > 2.641$ Ftable and the significance level is $0.001 < 0.05$. The last test of the research is the coefficient of determination test with an R^2 value of 0.428, meaning that the independent variable has a contribution to the variable of achieving sales target of 42.8%, the rest is explained by other variables outside the model.

Keywords: *Customer Service, Traffic, Promotions, The Achievement Of Sales Targets*