

ABSTRACT

ANALYSIS OF EFFECT ON VALUE MARKETING MIX PRODUCT SALES AT MC DONALD'S BANDAR LAMPUNG

By

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Success of companies that compete in the business world is very much determined by the extent to which the product can be accepted by consumers. To this end, the company demanded to know what is needed by consumers to follow the way of marketing. With four marketing mix planning, expected the company to formulate marketing programs appropriate for products that can influence consumer decisions to purchase products offered. Mc Donald restaurant franchise business is one that offers a variety of food and beverages fast food. The general objective of the food business establishment is to fulfill the public interest in development in Bandar Lampung, especially against fast food and aim in particular to increase profits by providing a variety of services that can make consumers feel satisfied and loyal to the company, so it can repeat purchases.

The problem faced by Bandarlampung restaurant Mc Donald is not the optimal mix of marketing strategies implemented so the impact on product sales value of Mc Donald, so the problem is formulated as "Does the selling price of the company, the selling price competition, promotional costs and distribution channels affect the cost of product sales value Bandarlampung McDonald's"? The aim is to determine the effect on the value of McDonald's product mix of sales in Bandarlampung. Formulate the hypothesis that the average selling price of the company, competition average selling price, promotion and distribution channels affect the cost of product sales value Bandarlampung McDonald's.

Results of multiple regression analysis showed that the average selling price of the company (X1), average selling price of a competitor (X2), distribution costs (X3), and promotion costs (X4) are simultaneously significant influence on the value of sales of products Mc Donald Bandarlampung based on the results of hypothesis testing with the F test which showed that the F-count value (148.033) F table-> (4.12) at 5% significance level obtained value $p = 0.000 < 0.05$.

All independent variables consisted of average selling price of the company (X1), average selling price of a competitor (X2), distribution costs (X3), and promotion costs (X4) at a significant level of 5% obtained by value t calculate> t-table and (p

<0.05) so that H_0 is rejected, which means that the influence of all independent variables partially significantly to sales value Bandarlampung Mc Donald's.

Determining the selling price to consumers and expenditures for sales promotion expenses and distribution to increase the value of Mc Donald product sales, we can say is good and can contribute to increase in value of sales because the application has been made in accordance with existing theories that cause a good impression in the eyes of consumers, only to sell a product worth the price of Mc Donald's record again because based on the results of multiple linear regression showed that the average selling price of the company had a negative impact on product sales value Mc Donald Bandarlampung.

Bandarlampung Restaurants Mc Donald ' s should not increase the sales price of products for consumers, as this will have an impact on lowering the cost of sales, because based on the results of the regression estimates determining the average price of a product objection consumers show significant negative, so when the selling price rises, the consumer will look for alternatives to fast food restaurants, which offer a lower price.

Mc Donald's Restaurants Bandarlampung must keep promotional costs incurred due to promotional costs that have been made to increase the value of sales, but preferably in the election campaign the media, should be more varied so that everyone may receive promotional messages conveyed.