ABSTRACT

THE EFFECT OF PRODUCT DEVELOPMENT COSTS AND PROMOTION COST TO MARKETING VOLUME AT BUSINESS ROUTES SHOE DISTRO IN BANDUNG

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The research was conducted at routes shoe distro in Bandung. Phenomenon that occurs when the cost of product development and promotion costs increased but it is inversely proportional to the marketing volume exorbitant price for products made in Indie distribution routes known by the public. Many of the distributions of market competition is better known, high-end price impact on the decrease in marketing volume. The purpose of this study was to determine how much influence the cost of product development and promotion cost to marketing volume.

The method used in this research is descriptive method of verification with a quantitative approach. The sample used in the study using purposive sampling method that is quarterly financial reports of business routes shoe distro year 2010-2011 by 8 samples. To know the relationship between Product Development Costs and Promotion Cost to Marketing Volume used Pearson Correlation. To know the influence of Product Development Costs and Promotion Cost to Marketing Volume used Multiple Linear Regression Analysis. Testing the hypothesis in this study using statistical t two tail test with $\alpha = 0.05$. The process of statistical analysis using SPSS 18.0 for Windows

The results of these studies show that Product Development Costs to Marketing Volume has a weak relationship with the positive direction, while Promotion Cost variables to Marketing Volume have a strong relationship with the positive direction. While partiall variabley Product Development Costs has no significant effect and Promotion Cost has significant effect on Marketing Volume because of stage introductions, publicity, and promotion despite have a high level of cost effectiveness. This is because the distributions routes shoe want to try to resuscitate the customer of the existence of the product.

Keywords: product development costs, promotion cost, marketing volume .