ABSTRACT

IMPLEMENTATION OF MULTIPLE REGRESSION METHOD FOR DETERMINING TARGET SALES AT PT. KHI PIPE INDUSTRIES

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Every year the company always makes Corporate Budget Work Plan (RKAP) conducted at the end of the current year to determine the company's strategy in the coming year. Budget Work Plan for the Company determined that the sales targets to be achieved by considering the conditions and circumstances in the past. From the sales targets set and then gave birth to a sales strategy, marketing, production planning, human resources and so on. The starting point of determining the Company's Budget Plan is targeting sales. Determination means the company's sales target of trying to forecast the future sales by taking into account the conditions in the future and past conditions.

It required a tool that helps management decide the next sales target by more objective by considering past conditions and predictions of future conditions. The forecasting method used is the Multiple Regression forecasting method which is a causal forecasting model by considering the variables which are estimated to affect sales.

Based on test results obtained F distribution F count (334.56) greater than F table (246.74) it can be concluded that the Ha is received, which means a significant regression coefficient. This means that simultaneously the two independent variables have a significant effect on the dependent variable and vice versa. Thus the equation can be a tool of prediction and estimation..

Keywords: *Forecasting, Sales, Multiple Regression, Planning, RKAP*