ABSTRACT

Tedi Maulana Malik Ibrahim, "The Analysis of Execution Price Fixing Air Refresher at PT.Hoffmen International Bandung", Under Gudance Mr.Mulyadi SE., MM.

In Indonesia the development of industrial sector enterprises take place quite rapidly despite the economic situation in Indonesia is going through a pretty difficult at this present moment. Along with increased efforts in the industrial sector, led to intense competition among firms engaged in similar industries with this company. PT. Hoffmen International is a company engaged in the sale of goods in the form of perfumes the room and room cleaning service.

The study conducted to determinate how the respondent towards the execution od price fixing air refresher at PT.Hoffmen International Bandung, and how to execution price fixing air refresher at PT.Hoffmen International Bandung.

The author uses descrivtife analytical method in this study, with the object of research on the executio of price fixing air refresher at PT.Hoffmen International Bandung. The population in this study is consumers who make purchases air refresher PT.Hoffmen International Bandung with a sample of 100 respondents. The data collection with techniques is to do a literature study (library research,) field study, and Questionnaire.

Based on the result of the discussion of research that been the author did, do author can analyze and conclude that the executin of price fixing air refresher at PT.Hoffmen International Bandung in good categories of respondent which the total scores amounted to 72% with a total score 2881.

Keywords: Air Refresher, Price, Price fixing