

## ABSTRAK

NITA RENTAULI BR. TAMBA. Pengaruh Biaya Promosi Terhadap Penjualan di Toko Fesyen Tokopedia Medan. Dibimbing oleh Dr. Ir. Mukdin M. Turnip, MS dan Binsar Sihombing, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui strategi promosi Toko Fesyen untuk penjualan secara *online* melalui evaluasi *promosi*. Penelitian ini merupakan penelitian kuantitatif deskriptif. Sampel penelitian ini adalah 20 Toko Fesyen on line Tokopedia. Pengumpulan data dilakukan dengan alat bantu kuesioner melalui *Whatsapp* dan *Chat* Tokopedia. Untuk mengetahui pengaruh promosi terhadap besarnya penjualan setiap Toko digunakan analisis varians (Anova). Analisis strategi promosi dilihat dari variabel *Advertising, Personal Selling, Sales Promotion dan Publicity*. Dengan uji Anova diperoleh hasil bahwa terdapat pengaruh biaya promosi yang dikeluarkan oleh Toko Fesyen terhadap penjualan mereka. Uji lebih lanjut menggunakan Uji T diperoleh hasil bahwa penjualan Toko Fesyen dengan biaya promosi rendah berbeda dengan besar penjualan Toko Fesyen yang mempunyai biaya promosi tinggi dan biaya promosi sangat tinggi. Sedangkan besar penjualan Toko Fesyen yang mempunyai biaya promosi tinggi tidak berbeda dengan besar penjualan Toko Fesyen dengan biaya promosi yang sangat tinggi.

Toko dengan biaya promosi sangat tinggi melakukan pemasangan iklan dengan konsisten, memberikan *voucher* berupa potongan harga, *cashback* dan gratis ongkos kirim (*sales promotion*) dan *personal selling* dan publisitas. Sehingga sangat baik dicontoh sebagai acuan. Toko Fesyen yang memiliki biaya promosi rendah telah melakukan *personal selling* dan publisitas yang baik dengan cara memaksimalkan komunikasi dengan calon pembeli, melakukan *Follow-up*, dan penawaran melalui *chat* tetapi kurang maksimal melaksanakan pemasangan iklan dan kegiatan *sales promotion*. Toko Fesyen di Toko Pedia juga harus mempertahankan evaluasi *promosi* dengan terus memperbaharui strategi promosi yang positif agar bisa bertahan ditengah persaingan usaha yang tinggi.

Kata kunci: Strategi promosi, *Advertising, Personal Selling, Sales Promotion, Publicity*.

## **ABSTRACT**

NITA RENTAULI BR. TAMBA. *The Effect of Promotion Costs on Sales at the Tokopedia Medan Fashion Store*. Supervised by Dr. Ir. Mukdin M. Turnip, MS and Binsar Sihombing, S.E., M.Si.

This study aims to determine the marketing strategy of Fashion Stores for online sales through promotion evaluation. This study is a descriptive quantitative study. The sample of this study was 20 online Fashion Stores Toko Pedia. Data collection was carried out using a questionnaire tool via Whatsapp and Chat Tokopedia. Analysis of variance (Anova) was used to determine the effect of promotion on the amount of sales of each Store. Marketing strategy analysis is seen from the variables advertising, personal selling, sales promotion and publicity. With the Anova test, the results showed that there was an effect of the promotion costs incurred by Fashion Stores on their sales. Further tests using t-student showed that the sales of Fashion Stores with low promotion costs were different from the sales of Fashion Stores that had high promotion costs and very high promotion costs. While the sales of Fashion Stores that had high promotion costs were no different from the sales of Fashion Stores with very high promotion costs.

Stores with very high promotion costs consistently advertise, provide vouchers in the form of discounts, cashback and free shipping (sales promotion) and personal selling and publicity. So it is very good to be an example as a benchmark. Fashion Stores that have low promotional costs have done good personal selling and publicity by maximizing communication with potential buyers, doing Follow-ups, and offers via chat but are less than optimal in implementing advertising and sales promotion activities. Fashion Stores on Tokopedia must also maintain promotion evaluations by continuously updating positive marketing strategies in order to survive amidst high business competition.

**Keywords:** *Promotion Strategy, Advertising, Personal Selling, Sales Promotion, Publicity.*