

# **PENGARUH *EXPERIENTAL* MARKETING DAN PROMOSI TERHADAP OMZET PENJUALAN PRODUK OLAHAN BERBAHAN BAKU SALAK PADA UMKM AGRO ABIAN SALAK DESA SIBETAN KARANGASEM**

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## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh (1) *experiental marketing* dan promosi terhadap omzet penjualan, (2) *experiental marketing* terhadap omzet penjualan. (3) promosi terhadap omzet penjualan. Penentuan sampel dalam penelitian ini menggunakan teknik *purvosive sampling*. Jumlah sampel yang digunakan sebanyak 100 responden. Desain penelitian menggunakan penelitian kuantitatif kausal. Analisis yang digunakan yaitu analisis regresi linier berganda. Berdasarkan hasil penelitian bahwa (1) variabel *experiental marketing* dan promosi berpengaruh secara signifikan terhadap omzet penjualan. (2) *experiental marketing* berpengaruh positif dan signifikan terhadap omzet penjualan. (3) promosi berpengaruh positif dan signifikan terhadap omzet penjualan.

Kata-kata kunci : *experiental marketing*, omzet penjualan, promosi

## **ABSTRACT**

This study aims to examine the effect of (1) experiental marketing and promotion on sales turnover, (2) experiental marketing on sales turnover. (3) promotion on sales turnover. The sample in this study were 100 respondents using purposive sampling technique. The research design uses quantitative research. The analysis used is multiple regression analysis. Based on the results of the research that (1) the experiental marketing and promotion variable has a significant effect on sales turnover (2) the experiental marketing variable partially has a positive and significant effect on sales turnover (3) the promotion variable partially has a positive and significant effect on sales turnover.

**Keywords:** experiental marketing, sales turnover, promotion