

ABSTRACT

SISKAWATI M. HASAN. Student's ID 931409021. "Marketing Strategy and the Effect toward the Improvement of Honda Product Sale at PT. Putra Sulawesi Sejati Perkasa, Gorontalo". Skripsi. Gorontalo. Study Program of Management. Faculty of Economic and Business. Universitas Negeri Gorontalo. 2013. The principal supervisor was Drs. Maha Atma Kadji, M.Si, and the co supervisor was Irwan Yantu, S.Pd, M.Si.

This research aimed to obtain an overview of marketing strategy and the effect toward the improvement of Honda product sale at PT. Putra Sulawesi Sejati Perkasa Gorontalo. This was a quantitative research by using a simple linear regression analysis, and correlation test between marketing strategy (X) and sales improvement (Y). The number of sample was 85 people. Data was obtained by questionnaire.

The result showed that the regression equation was $\hat{y} = 1.349 + 0.678 X$, with the R square or determination of coefficient R^2 showed the number of contribution as much as 0.634 or, 63.4% the variability of sales improvement. Meanwhile, the rest of the number as much as 0.476 or 47.6% was affected by other variables that were not included in this research.

Keywords: Marketing Strategy, Sales Improvement.