

ABSTRACT

SITI RISTIANI. 921 409 001. *The Influence of Marketing Cost and Marketing Turnover toward Company Performance (A Study Case of PT Perusahaan Perdagangan Indonesia (Persero), Gorontalo Branch). Skripsi, Bachelor of Accounting, Accounting Department, Faculty of Economic and Business, Universitas Negeri Gorontalo. The supervised by Rio Monoarfa, SE., Ak., M.Si as the principal supervisor and Zulkifli Boku, SE., Ak., M.Si as the co-supervisor.*

This research aimed to discover the partially and simultaneous influence of marketing cost and marketing turnover toward the company performance. The method was quantitative by using seconder data consisted of marketing cost report, marketing turnover, and total assets of PT. Perusahaan Perdagangan Indonesia (Persero), branch of Gorontalo. The data was analyzed by path analysis technique, and was processed by SPSS 13.0 program.

The result proved that partially, the marketing cost had a significant connection with the marketing turnover, while only the marketing turnover had the influence toward company performance. Simultaneously, the marketing cost and the marketing turnover influenced the company performance.

Keywords: Marketing Cost, Marketing Turnover, Company Performance.