

ABSTRACT

The development of the business world in Indonesia from time to time is increasingly competitive and complex. Companies must strive to maintain the survival of the company where the company is often faced with problems in maintaining its survival. Sales have an important role for companies to produce products produced by the company can be sold and provide income for the company. Sales are also required as a source of revenue to cover all costs in the process of making the product or selling and to earn a profit

This research is to test the influence of promotion cost and distribution cost to sales. Promotional costs are closely linked in increasing sales. Promotion made by the company intends as an effort to influence the consumer to increase sales. Besides the promotion of other factors that are not less important is the distribution. Distribution cost is the cost incurred to market the product. Each company makes goods and then will distribute it to consumers, so consumers who need these products can get it.

The research population is a pharmaceutical sub-sector manufacturing company listed on Indonesia Stock Exchange period 2011-2016. This research includes descriptive verifikatif research that is causality with quantitative approach. By using purposive sampling, the sample used in this study amounted to 5 companies. The data used in this research is secondary data. Data analysis method in this research is panel data regression analysis using software Eviews version 9.

F test results show that simultaneously promotion and distribution cost influence to sales with value of Adjusted R-Squared equal to 0.825488 or 82.5488%. Based on t test result show that promotion cost have positive effect to sales and distribution cost have positive effect to sales

Based on the results of this study, pharmaceutical sub-sector manufacturing companies listed on the Indonesia Stock Exchange are advised to pay attention to future promotion costs and distribution costs in order to increase sales to gain profit

Keywords: *promotion cost, distribution cost, sales.*