

ABSTRACT

Sales have an important role in a company because with large sales, the company will benefit. Sales are also needed for a source of income to cover all costs needed by the company. Today's business competition is very competitive between companies, companies must maintain their existence so that operational activities continue to run well. Because the value of profits or losses obtained from sales has an impact on sales activities.

This study was used to examine the effect of promotion costs and distribution costs on sales. Promotional costs are carried out aimed at introducing the products offered by the company so that consumers know the products issued by the company. Distribution costs are costs incurred by companies to distribute products to customers or consumers, and distribute them to customers who need them.

This study uses the object of manufacturing companies, manufacturing companies in the automotive sub-sector and their components listed on the Indonesia Stock Exchange in 2017-2020. The population in this study amounted to 13 companies but only 11 companies that met the research criteria. The analytical technique used in this study is panel data regression with management using Eviews 12 software.

The results obtained in this study are promotion costs have an effect on sales, while distribution costs have no effect on sales. Partially, promotional costs have a positive effect on sales in automotive sub-sector manufacturing companies and their components for the 2017-2020 period.

It is recommended for further researchers to add research variables and research objects, so that this research can be an additional insight for future readers and researchers. Meanwhile, for companies, the data released is more specific, and completes data that does not yet exist, because it is very much needed for investors and the public.

Keywords: Distribution Costs, Promotional Costs, Sales