

## **ABSTRACT**

This research raises the topic of price analysis on the sales volume of KUB Batik Grobogan. The purpose of this study is to determine the effect of price on sales volume at KUB Batik Grobogan and how much influence price has on sales volume at KUB Batik Grobogan. This study discusses several theories, including marketing, marketing, price, sales and batik management. To investigate further about the influence between variables, the research method used in this study is a quantitative method. The data collection technique used in this study was a questionnaire, which was distributed to 27 respondents of Batik craftsmen in Grobogan Regency. The analysis technique used is simple linear regression analysis using SPSS 25.0 software. Based on the results of this study, it was found that the Marketing Mix had a positive and significant effect on sales. This is based on the results of data analysis using SPSS 25.0 software showing that the significance value is  $0.000 < 0.05$ . The coefficient of determination from the calculation results obtained by 84.8%. This shows that price has an effect of 84.8% on Sales Volume, while the remaining 15.2% is influenced by other variables not examined in this study.

Keywords: Marketing, Price, Sales, Batik Grobogan