

Faktor-Faktor Yang Mempengaruhi Volume Penjualan Pedagang Pengecer Daging Ayam Broiler Di Pasar Tanjung Kabupaten Jember (*Factors Affecting Retailers Merchant Sales Volume Broiler Chicken Meat On The Market Tanjung Jember*).

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ABSTRACT

Broiler meat sales efforts in Market Tanjung district is one of many types of businesses that evolved to increase social welfare. One effort that is important for businessmen or traders broiler meat in order to grow and succeed in marketing efforts are traders broiler meat is able to apply the right strategy in the operations, such as determining the selling price, the difference in the location of the appropriate sales, handling the cleanliness of the place sales and the timing of sales. It is the background in doing it research on "Factors Affecting Sales Volume Retailers Broiler Chicken Meat On The Market Tanjung Jember."

This study aims to investigate the influence and contribution of the selling price and location of the sales volume of broiler meat in Market Tanjung Jember. This study was conducted in August and September 2016. The study is in Jember. This type of research is quantitative research to test hypotheses (explanatory). The population in this study were all merchants broiler meat contained in Market Tanjung many as 54 traders broiler meat, to determine the number of samples used besarnya Slovin formula. File analysis tool used is a statistical inference that aims to test the hypothesis by using the Linear Regression with dummy variables.

From the linear regression equation Regression obtained regression coefficient that is variable selling price (X1), locations (D1), cleanliness (D2) and the timing of sales (D3) The volume of sales (Y) has a negative influence, meaning that every kenaikan nilai variable selling price and location, it will cause a decrease in the sales volume of broiler meat. The conclusion of this study is the selling price and location significantly affect sales volumes broiler meat in Jember Regency Tanjung Market and the contribution of variables influence the price and location of the sales volume of broiler meat and is influenced by other factors outside the research model.

Keywords: *Selling Price, Location, Cleanliness, Time Sales, Sales Volume.*