

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi pengaruh efektifitas pemasaran terhadap stabilitas perusahaan di PT. Coca Cola Amatil Indonesia (Central Java) di kabupaten Semarang. Secara spesifik penelitian ini menguji pengaruh variabel produk, promosi, harga dan distribusi terhadap stabilitas perusahaan.

Penelitian ini dilakukan dengan metode penelitian kualitatif. Teknik pengambilan sampel simple random sampling. Metode ini dipilih karena sampel berada pada satu lokasi yang sama, sedangkan analisis data yang digunakan adalah regresi linier berganda.

Hasil penelitian menemukan bahwa semua variabel bebas yaitu produk, promosi, harga dan distribusi berpengaruh signifikan terhadap stabilitas perusahaan

Kata Kunci: Produk, Promosi, Harga, Distribusi, Stabilitas Perusahaan



ABSTRACT

This study aimed to identify the effect on the marketing effectiveness toward stability of the company in PT. Coca Cola Amatil Indonesia (Central Java) in the district Semarang. Specifically, this study examines the effect of variables product, promotion, price and distribution toward the stability of the company.

This research was conducted with qualitative research methods. The sampling technique is simple random sampling. This method is selected for each because the samples are at the same location, whereas the data analysis used is multiple linear regression.

The research results that all the independent variables, they are product, promotion, price and distribution significantly influence the stability of the company

Keywords: Product, Promotion, Pricing, Distribution, CompanyStability

