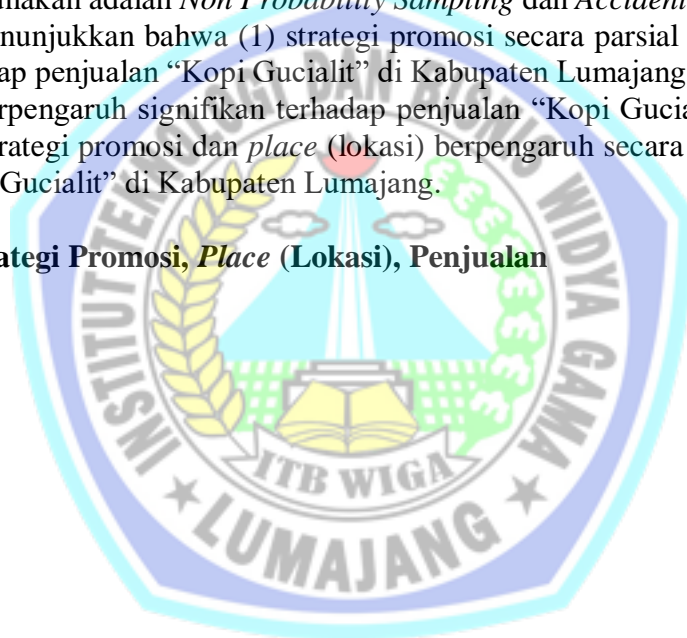


ABSTRAK

Strategi Promosi dan *Place* (Lokasi) Terhadap Penjualan “Kopi Gucialit” di Kabupaten Lumajang. Kopi yang berasal dari Kecamatan Gucialit merupakan salah satu produk kopi Kabupaten Lumajang yang kini memiliki *brand* sendiri. Usaha ini melakukan kegiatan strategi promosi dan distribusi yang kuat terhadap penjualan. Penelitian ini bertujuan untuk mengetahui (1) pengaruh strategi promosi secara parsial terhadap penjualan “Kopi Gucialit” di Kabupaten Lumajang, (2) pengaruh *place* (lokasi) secara parsial terhadap penjualan “Kopi Gucialit” di Kabupaten Lumajang, (3) pengaruh strategi promosi dan *place* (lokasi) secara simultan terhadap penjualan “Kopi Gucialit” di Kabupaten Lumajang. Penelitian ini menggunakan metode kuantitatif. Metode analisis yang digunakan yaitu analisis linier berganda serta memperhatikan uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, pengujian hipotesis dengan uji parsial (Uji t) dan simultan (Uji F), koefisien determinasi. Sampel yang cocok digunakan sebanyak 60 responden yang memenuhi kriteria penelitian ini. Teknik pengambilan sampel yang digunakan adalah *Non Probability Sampling* dan *Accidental Sampling*. Hasil penelitian ini menunjukkan bahwa (1) strategi promosi secara parsial tidak berpengaruh signifikan terhadap penjualan “Kopi Gucialit” di Kabupaten Lumajang, (2) *place* (lokasi) secara parsial berpengaruh signifikan terhadap penjualan “Kopi Gucialit” di Kabupaten Lumajang, (3) strategi promosi dan *place* (lokasi) berpengaruh secara simultan terhadap penjualan “Kopi Gucialit” di Kabupaten Lumajang.

Kata kunci: Strategi Promosi, *Place* (Lokasi), Penjualan



ABSTRACT

Promotion Strategy and Place (Location) for "Gucialit Coffee" Sales in Lumajang Regency. Coffee originating from Gucialit District is one of the coffee products of Lumajang Regency which now has its own brand. This business carries out strong promotion strategy and place (location) activities for sales. This research aims to find out (1) the partial effect of promotion strategy on "Gucialit Coffe" sales in Lumajang Regency, (2) the partial effect of place (location) on "Gucialit Coffe" sales in Lumajang Regency, (3) the effect of strategy promotion and place (location) simultaneously on "Gucialit Coffe" sales in Lumajang Regency. Research uses quantitative methods. The analytical method used is the method of correlation analysis and notice validity and reliability test, classic assumption test, multiple linear regression analysis, hypotesis testing with partial test (t test) and simultaneous test (F test) coefficient of determination. A suitable sample was used by 60 respondents who met the criteria of this study. The sampling technique used is Non Probability Sampling and Accidental Sampling. The results of this study indicate that (1) the promotion strategy partially has no significant effect on the sales of "Gucialit Coffee" in Lumajang Regency, (2) the place (location) partially has a significant effect on the sales of "Gucialit Coffee" in Lumajang Regency, (3) the promotion strategy and place (location) simultaneously has a significant influence on the sales of "Gucialit Coffee" in Lumajang Regency.

Keywords: *Promotion Strategy, Place (Location), Sales*

