

## ABSTRAK

### **Pengaruh Biaya Produksi, Biaya Pemasaran dan Gaji Karyawan Terhadap Hasil Penjualan Ayam Broiler di RPA (Rumah potong ayam) UD. Jaya Chicken, Kecamatan Cinere, Kota Depok**

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UD. Jaya Chicken merupakan salah satu perusahaan yang bergerak di bidang pemotongan ayam. UD. Jaya Chicken berlokasi di Jalan Kramat, Kecamatan Cinere, Kota Depok. Produk yang dihasilkan UD. Jaya Chicken berupa fresh meat dan frozen meat dengan bentuk potongan whole chicken (karkas ayam), cut-up chicken (beberapa potongan), boneless chicken (daging tanpa tulang). UD. Jaya Chicken telah menggunakan manajemen pembiayaan dengan baik, manajemen pembiayaan yang digunakan oleh RPA UD. Jaya Chicken meliputi, *hasil penjualan, biaya produksi, biaya pemasaran, dan gaji karyawan*.. Hasil analisis dengan menggunakan *SPSS for windows*, maka diperoleh persamaan regresi :  $Y = - 198054445,8 (X_1) + 1,221 (X_2) + 3,707 + 0,615 (X_3)$ , dimana hasil dari uji parsial yang dilakukan bahwa nilai uji t antara  $X_1$  (*biaya produksi*) dengan  $Y$  (*hasil penjualan*)  $t_{hitung} = 112,695$ . Sedangkan  $t_{tabel}$  ( $\alpha = 0.05$  ; db residual = 32) adalah sebesar 2,030. Karena  $t_{hitung} > t_{tabel}$  yaitu  $112,695 > 2,055$ , nilai uji t antara  $X_2$  (*biaya pemasaran*) dengan  $Y$  (*hasil penjualan*) menunjukkan  $t_{hitung} = 4,352$ . Sedangkan  $t_{tabel}$  ( $\alpha = 0.05$  ; db residual = 32) adalah sebesar 2,055. Karena  $t_{hitung} > t_{tabel}$  yaitu  $4,352 > 2,030$ , nilai uji t antara  $X_3$  (*gaji karyawan*) dengan  $Y$  (*hasil penjualan*) menunjukkan  $t_{hitung} = 4,230$ . Sedangkan  $t_{tabel}$  ( $\alpha = 0.05$  ; db residual = 32) adalah sebesar 2,030. Karena  $t_{hitung} > t_{tabel}$  yaitu  $4,230 > 2,055$ .

**Kata Kunci :** *hasil penjualan, biaya produksi, biaya pemasaran, gaji karyawan*

## ABSTRACT

### ***The Influence of Production Costs, Marketing Costs and Employee Salaries on Sales Results of Broiler Chickens at RPA (Chicken Slaughterhouse) UD. Jaya Chicken, Cinere District, Depok City***

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*UD. Jaya Chicken is one of the companies engaged in the field of chicken slaughter. UD. Jaya Chicken is located on Jalan Kramat, Cinere District, Depok City. Products produced by UD. Jaya Chicken is in the form of fresh meat and frozen meat in the form of whole chicken pieces (chicken carcass), cut-up chicken (several pieces), boneless chicken (boneless meat). UD. Jaya Chicken has used financing management well, financing management used by RPA UD. Jaya Chicken includes, the results of the walk, production costs, marketing costs, and employee salaries. The results of the analysis using SPSS for windows, the regression equation is obtained:  $Y = -198054445.8 (X1) + 1.221 (X2) + 3.707 + 0.615 (X3)$ , where the results of the partial test carried out show that the t-test value is between X1 (cost production) with Y (sales proceeds)  $t \text{ count} = 112,695$ . Meanwhile,  $t \text{ table} (\alpha = 0.05 ; db \text{ residual} = 32)$  is 2.030. Because  $t \text{ count} > t \text{ table}$  that is  $112,695 > 2,055$ , the t test value between X2 (marketing costs) and Y (sales proceeds) shows  $t \text{ count} = 4.352$ . Meanwhile,  $t \text{ table} (\alpha = 0.05 ; db \text{ residual} = 32)$  is 2.055. Because  $t \text{ count} > t \text{ table}$  which is  $4.352 > 2.030$ , the t test value between X3 (employee salary) and Y (sales proceeds) shows  $t \text{ count} = 4.230$ . Meanwhile,  $t \text{ table} (\alpha = 0.05 ; db \text{ residual} = 32)$  is 2.030. Because  $t \text{ arithmetic} > t \text{ table}$  that is  $4.230 > 2.055$*

*Keywords: sales results, production costs, marketing costs, employee salaries*