

Pengaruh harga dan promosi terhadap tingkat penjualan

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20400774&lokasi=lokal>

Abstrak

The research was aimed to measure the impact of pricing and promotion on sales of XP lubricating oil at PT Pertamina. This study was conducted by using data sample taken from population of selling price, promotion expenses, and sales revenue during the recent 5 yeras...