

BUDI PRASETIO. 2024. *The Effect of 4P Marketing Mix (Product, Price, Place, Promotion) on Sales Volume of Wedang Uwuh Products CV. Progress Jogja in Piyungan Bantul. Supervised by Indah Widowati and Antik Suprihanti.*

ABSTRACT

This study aims to (1) analyze the sales volume trend of wedang uwuh products in the next 6 months at CV. Progress Jogja in Kapanewon Piyungan, Bantul Regency (2) analyze the effect of the 4P marketing mix (product, price, place, promotion) on the sales volume of wedang uwuh products at CV. Progress Jogja in Kapanewon Piyungan, Bantul Regency. The method used is quantitative method with survey method. The method of determining the location is done purposively. The method of taking respondents was carried out purposively with a total of 8 respondents. The types of data used are primary data and secondary data. The data collection methods used are interviews, observation, and questionnaires. Data analysis techniques using trend analysis and multiple linear regression analysis. The results show that the trend of wedang uwuh sales volume for the next six months will decrease. The marketing mix consisting of product, price, place, and promotion together has a significant effect on the sales volume of wedang uwuh products at CV. Progress Jogja in Kapanewon Piyungan, Bantul Regency. Partially, product, price, and promotion variables have a significant effect on the sales volume of wedang uwuh products produced by CV Progress Jogja.

Keywords: *Marketing mix, trend analysis, multiple linear regression, sales volume, wedang uwuh*