

ABSTRACT

YULIA DWI ASTUTI , The effect of Fluctuations input price on Selling Price and Volume Sales Tofu (Case Studies in Industry to Tofu "Bu Sum " , Village Morangan , Karanganommudal Subdistrict , Klaten) . Supervised by **VINI ARUMSARI** and **JUARINI** .

This study aimed to analyze the effect of the increase in input prices to tofu the selling price in the Industry Tofu " Bu. Sum " ; analyze the effect of fluctuations in the price of input and measure out the volume of sales in the industry Tofu " Bu Sum " .

The basic method used in this research is descriptive method . Implementation method using the case study method . Kinds of data used is primary data and secondary data . Sources of data obtained from the owner of Industrial Tofu " Bu Sum " in the village of West Morangan , Karanganommudal Subdistrict , Klaten Regency , libraries and internet -related research . Data collection techniques by observation , interview , and record keeping .

The effect of Fluctuations input price on Selling Price Tofu in Industry to Tofu "Bu Sum " and The effect of Fluctuations input price on Volume Sales Tofu in Industry to Tofu "Bu Sum" is used multiple linear regression analysis and standard deviation .

Keywords : fluctuations in the price of input; measure out ; know the selling price
; know the sales volume