

ABSTRACT

MARETA RIADINI SALATOEN. The analysis of marketing mix effects toward traditional herb medicine (Case study on PT. Dr. Sardjito Traditional Medicine Company). Supervised by **INDAH WIDOWATI** and **AGUS SANTOSA**. This research purpose to describe the implementation of the marketing mix by consumers. To analyze the influence factors of the marketing mix to sales volume and analyze trend of sales volume of herbal medicine for the twelve months to come. The method used is a case study. Data varieties used are primary and secondary data. Source of data obtained from the PT. Dr. Sardjito Traditional Medicine Company, respondents and libraries. Methods of data collection by interview, observation, documentation and questionnaires. To describe the implementation of the marketing mix by consumers using the analytical description. To determine the influence of factors of the marketing mix to sales volume herbal medicine used multiple linear regression analysis. To analyze the trend of herbal medicine sales volume for the twelve months to come using the method of least squares trend. Result of this research show that, description of the implementation of the marketing mix according to the consumer at the high category is equal to 75,31%. Marketing mix affect to sales volume of herbal medicine significantly. Trend of sales volume of herbal medicine for the next twelve months will be decreased.

Keywords: Marketing Mix, Sales Volume, Sales Trend, Herbal Medicine