

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu *Segmenting*, *Targeting*, dan *Positioning* terhadap Volume Penjualan. Hipotesis dalam penelitian ini *Segmenting*, *Targeting*, dan *Positioning* berpengaruh terhadap Volume Penjualan secara parsial. Objek penelitian ini adalah pelanggan café Rame-Rame Jember yang memiliki jumlah populasi 100 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji t, koefisien determinasi). Hasil penelitian menunjukkan bahwa *Segmenting*, *Targeting*, dan *Positioning* berpengaruh terhadap Volume Penjualan.

Kata kunci: *Segmenting*, *Targeting*, dan *Positioning*, Volume Penjualan



ABSTRACT

This study aims to determine the effect of three variables, namely Segmenting, Targeting, and Positioning on Sales Volume. The hypothesis in this study is that Segmenting, Targeting, and Positioning influence the Sales Volume partially. The object of this research is the customer of Rame-Rame Jember café which has a population of 100 respondents using purposive sampling technique. Data collection techniques used observation, interviews and questionnaires. The analysis used included the validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis testing (t test, coefficient of determination). The results showed that Segmenting, Targeting, and Positioning had an effect on Sales Volume.

Keywords: Segmenting, Targeting, and Positioning, Sales Volume

