

ABSTRACT

The purpose of this research is to test the influences of advertising intensity, promotion policy, sales person competence, price and house type toward sales performance. The usage of these variables is able to solve the arising problem within Kampoeng Semawis.

The samples of this research consisted of a fifty two sales report Kampoeng Semawis. Statistical Package Social Science (SPSS) for data analysis. The result of the analysis showed that advertising intensity, promotion policy, sales person competence, price and house type contributes an positive influence, which is significant to sales performance.

This empirical result indicated that in order to raise the standards of a sales performance in Kampoeng Semawis, need to pay attention to factors such as advertising intensity, promotion policy, sales person competence, price and house type, because leverage sales performance depend on it. Theoretical implications and suggestions for future research have been elaborated at the end of this study.

Key Words : advertising intensity, promotion policy, sales person competence, price, house type, and sales performance