

ABSTRACT

This study aims to determine the effect of promotional strategies on the sales of WiFi products at PT. Pembangunan Sarana Telematika Kota Cirebon. Promotional strategies are an important factor influencing sales levels, as effective implementation of promotional strategies can increase sales of WiFi products at PT. Pembangunan Sarana Telematika Kota Cirebon. In this study, the dimensions of promotional strategies used include advertising, public relations, personal selling, and sales promotion.

This study employs an associative quantitative method. Data were collected through a Likert scale questionnaire distributed to 20 respondents using a saturated sampling technique, with the condition that respondents were all employees of PT. Pembangunan Sarana Telematika Kota Cirebon. The data analysis technique used was simple linear regression analysis. The analysis results indicate that the promotional strategy system has a positive and significant effect on sales levels, with a significance value of $0.000 < 0.05$. The coefficient of determination test yielded an R-squared value of 0.513. This indicates that the promotional strategy variable can explain 53.8% of the sales level variable, while the remaining 46.2% is explained by other variables outside the scope of this study.

Thus, it can be concluded that promotional strategies directly contribute to the sales level of WiFi products. The results of this study prove that the hypothesis proposed by the researcher is correct. That is, there is an influence of promotional strategies on the sales level of WiFi products at PT. Pembangunan Sarana Telematika Kota Cirebon. The implementation of promotional strategies has been carried out effectively and has had a significant impact on the sales level of WiFi products at PT. Pembangunan Sarana Telematika Kota Cirebon. The results of this study are expected to serve as input for PT. Pembangunan Sarana Telematika Kota Cirebon is implementing promotional strategies to sustainably increase the sales level of WiFi products.

Keywords: Promotion strategy, sales level