

ABSTRACT

Effect of cost Of Quality Sales and Coporate Profitability (Under the guidance of Mrs. Delfi Panjaitan,SE.,M.Si)

This study discusses and examines the effect of the cost of the quality of the company's sales and profitability. Research samples studied are the managers who work in the manufacturing city of Palembang. Researchers are using tools such as questionnaires in data collection and dissemination process. Once all the data is processed feasible, researchers used SPSS version 15 in data processing. Tests carried out by the quality of data that test the validity and reliability testing. Then, to test the hypothesis that processed using simple linear regression method. Hypothesis testing done with one-on-one for each hypothesis. From the results of hypothesis testing can be concluded that the first hypothesis is accepted that the cost of quality affects sales. And the second hypothesis is also accepted that the cost of quality affect the company's profitability.

Keywords: Cost of Quality, Sales and Profitability