

Abstract

Hamad Nawab Abdul Karim Malawi: Influence of determination and quality of service to increase sales Volume in gold Pawn products in Bank Syari'ah helper Mohammad Toha Bandung branch Office.

The sales Volume can be interpreted as a managerial social process whereby individuals and groups get what they need and want, create, offer, and exchange valuable products with other parties that have an impact on Company's revenue. Some factors that affect the increase in sales volume are the price of Ujrah and quality of service.

This research aims to: (1) know how to influence the price to increase sales Volume in gold pawn product in Bank Sharia Mandiri branch office of Mohamad Toha Bandung. (2) to know how to influence the quality of service to increase sales Volume in gold Pawn products in Bank syari'ah Mandiri Branch Office of the helper Mohamad Toha Bandung. (3) to know how to influence the price of Ujrah and quality of service to increase sales Volume in Gold pawnshop product in Bank syari'ah Mandiri Branch Office of the helper Mohamad Toha Bandung.

Increased sales volume is the final process of various stages undertaken by the company to increase the value of the company with the effort to set the price of the product offered and maintain the quality of service.

The research method used is a quantitative descriptive method. This research uses the secondary data of BSM financial statements from 2014-2018. The techniques used in this study are the classical assumption test which includes the normality test, multicholnearity test, Heteroskedasitas test, Auto correlation test, testing Koefesien determination, Test T and Test F.

The results showed that: (1) The price of Ujrah significantly affects the increase in sales Volume in gold Pawn products PT. Bank Syari'ah Mandiri Branch Office of the assistant Mohamad Toha Bandung. (2) Quality of service significantly affects the increase in sales Volume of gold Pawn Products PT. Bank Syari'ah Mandiri Branch Office of the helper Mohamad Toha Bandung. (3) The price of Ujrah and quality of service significantly affect the increase in sales Volume in gold Pawn product PT. Bank Syari'ah Mandiri Branch Office of the helper Mohamad Toha Bandung.

Keywords: Ujrah price, Ujrah, service quality, sales Volume