

Abstract

This research analyzes the effect of net sales on the gross regional domestic product (GRDP) of Gresik Regency. In addition, the approach used is quantitative. The population and sample used are the quarterly financial reports of manufacturing companies in the ceramics, porcelain, and glass sub-sector which are listed on the IDX in 2016-2019. According to the statistical test results, the t-test results of net sales on GRDP with sig. , 000 <, 05. This means that according to these results, it has been proven that net sales have an effect on the PDRB of Gresik Regency in manufacturing companies in the ceramic, porcelain and glass sub-sector which are listed on the IDX.

Keywords : Net Sales, GRDP

Abstrak

Riset ini menganalisa pengaruh penjualan bersih terhadap produk domestik regional bruto (PDRB) Kabupaten Gresik. Selain itu pendekatan yang dipakai ialah secara kuantitatif. Adapun populasi serta sampel yang dipakai ialah laporan keuangan triwulan perusahaan manufaktur sub sektor keramik, porselen, dan kaca yang tercatat di BEI tahun 2016-2019. Sesuai hasil uji statistik diperoleh hasil uji-t penjualan bersih terhadap PDRB dengan sig. ,000 < ,05. Artinya sesuai hasil tersebut telah terbukti penjualan bersih berpengaruh terhadap PDRB Kabupaten Gresik pada perusahaan manufaktur sub sektor keramik, porselen, dan kaca yang tecatat di BEI.

Kata Kunci : Penjualan Bersih, PDRB