ABSTRAK

Ziliwu, Agnes Miranti Irzan 2025. Pengaruh Biaya Penyimpanan terhadap Harga Produk Yang di jual pada PT. Liquid Kencana Abadi. Dibawah Pembimbingan Idarni Harefa, S.E.,M.E

Penelitian ini bertujuan untuk menganalisis sejauh mana Biaya Penyimpanan berpengaruh terhadap Harga Produk pada PT. Liquid Kencana Abadi. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan analisis regresi sederhana. Berdasarkan hasil analisis, diperoleh nilai koefisien determinasi (R^2) sebesar 0,315, yang berarti bahwa Biaya Penyimpanan mampu menjelaskan sebesar 31,5% variasi harga produk, sedangkan sisanya yaitu 68,5% dipengaruhi oleh faktor lain di luar model penelitian ini, seperti biaya distribusi, biaya produksi, strategi pemasaran, dan margin keuntungan perusahaan. Selanjutnya, hasil uji t menunjukkan bahwa nilai signifikansi variabel X sebesar 0,000 < 0,05 dan nilai t hitung sebesar 14,955 > t tabel 2,052. Hal ini membuktikan bahwa hipotesis alternatif (Ha) diterima, sehingga dapat disimpulkan bahwa Biaya Penyimpanan berpengaruh signifikan terhadap Harga Produk. Artinya, semakin tinggi biaya penyimpanan yang ditanggung perusahaan, maka semakin besar pula kecenderungan peningkatan harga produk untuk menutup beban operasional tersebut. Temuan ini sejalan dengan teori dan hasil penelitian sebelumnya yang menyatakan bahwa biaya penyimpanan merupakan bagian penting dari struktur biaya yang memengaruhi harga jual produk. Dengan demikian, efisiensi dalam pengelolaan gudang, pemanfaatan teknologi logistik, serta pengendalian persediaan sangat diperlukan agar perusahaan dapat menekan biaya penyimpanan, menjaga stabilitas harga, serta meningkatkan daya saing di pasar.

Kata Kunci: Biaya Penyimpanan, Harga Produk

ABSTRACT

Ziliwu, Agnes Miranti Irzan. 2025. *The Effect of Storage Costs on Product Prices Sold at PT. Liquid Kencana Abadi*. *Under the Supervision of* Idarni Harefa, S.E., M.E.

This study aims to analyze the extent to which Storage Costs affect Product Prices at PT. Liquid Kencana Abadi. The research method used is a quantitative method with a simple regression analysis approach. Based on the results of the analysis, a determination coefficient value (R^2) of 0.315 was obtained, which means that Storage Costs were able to explain 31.5% of product price variations, while the remaining 68.5% was influenced by other factors outside this research model, such as distribution costs, production costs, marketing strategies, and company profit margins. Furthermore, the results of the t-test showed that the significance value of variable X was 0.000 < 0.05 and the t-value calculated was 14.955 > t table 2.052. This proves that the alternative hypothesis (Ha) is accepted, so it can be concluded that Storage Costs have a significant effect on the Product Price. This means that the higher the storage costs borne by the company, the greater the tendency to increase product prices to cover the operational expenses. These findings are in line with the theory and results of previous research that stated that storage costs are an important part of the cost structure that affects the selling price of products. Thus, efficiency in warehouse management, the use of logistics technology, and inventory control are needed so that companies can reduce storage costs, maintain price stability, and increase competitiveness in the market.

Keywords: Storage Costs, Product Price