

Lampiran 2.
Pengaruh biaya promosi terhadap pendapatan Jakarta Convention Center

Descriptive Statistics

	Mean	Std. Deviation	N
Pendapatan	4368.88	2210.200	36
Biaya Promo	48.13	25.728	36

Correlations

		Pendapatan	Biaya Promo
Pearson Correlation	Pendapatan	1.000	.536
	Biaya Promo	.536	1.000
Sig. (1-tailed)	Pendapatan		.000
	Biaya Promo	.000	
N	Pendapatan	36	36
	Biaya Promo	36	36

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Biaya Promo(a)		Enter
a All requested variables entered.			
b Dependent Variable: Pendapatan			

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.536(a)	.287	.266	1893.073	.688
a Predictors: (Constant), Biaya Promo					
b Dependent Variable: Pendapatan					

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49127862.178	1	49127862.178	13.709	.001(a)
	Residual	121846636.021	34	3583724.589		
	Total	170974498.199	35			
a Predictors: (Constant), Biaya Promo						
b Dependent Variable: Pendapatan						

Coefficients(a)

Lanjutan lampiran 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2152.584	676.655		3.181	.003
	Biaya Promo	46.049	12.437	.536	3.703	.001

a. Dependent Variable: Pendapatan

Model			Biaya Promo
1	Correlations	Biaya Promo	1.000
	Covariances	Biaya Promo	154.683

a. Dependent Variable: Pendapatan

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2428.88	6710.95	4368.88	1184.759	36
Residual	-4861.80	2327.93	.00	1865.833	36
Std. Predicted Value	-1.637	1.977	.000	1.000	36
Std. Residual	-2.568	1.230	.000	.986	36

a. Dependent Variable: Pendapatan