

## Lampiran 7. Pengaruh Biaya Promosi terhadap Nilai Penjualan

## Descriptive Statistics

	Mean	Std. Deviation	N
Nilai Penjualan	467.1856	301.15318	36
Biaya Promosi	9.7050	8.14122	36

## Correlations

		Nilai Penjualan	Biaya Promosi
Pearson Correlation	Nilai Penjualan	1.000	.877
	Biaya Promosi	.877	1.000
Sig. (1-tailed)	Nilai Penjualan	.	.000
	Biaya Promosi	.000	.
N	Nilai Penjualan	36	36
	Biaya Promosi	36	36

## Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Biaya Promosi(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Nilai Penjualan

## Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.877(a)	.769	.762	146.93683	.769	113.022	1	34	.000	1.901

a Predictors: (Constant), Biaya Promosi

b Dependent Variable: Nilai Penjualan

ANOVA(b)						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2440188.632	1	2440188.632	113.022	.000(a)
	Residual	734074.692	34	21590.432		
	Total	3174263.325	35			
a Predictors: (Constant), Biaya Promosi						
b Dependent Variable: Nilai Penjualan						

Coefficients(a)											
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	152.423	38.423		3.967	.000					
	Biaya Promosi	32.433	3.051	.877	10.631	.000	.877	.877	.877	1.000	1.000
a Dependent Variable: Nilai Penjualan											

Collinearity Diagnostics(a)						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Biaya Promosi	
1	1	1.771	1.000	.11		.11
	2	.229	2.778	.89		.89
a Dependent Variable: Nilai Penjualan						

Residuals Statistics(a)					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	184.5313	1089.0897	467.1856	264.04484	36

<b>Residual</b>	-436.5788	357.0751	.0000	144.82252	36
<b>Std. Predicted Value</b>	-1.070	2.355	.000	1.000	36
<b>Std. Residual</b>	-2.971	2.430	.000	.986	36
a Dependent Variable: Nilai Penjualan					