

Lampiran 8. Pengaruh Biaya Promosi, Nilai Bahan Baku Impor, Kurs Rupiah terhadap US\$ dan Potongan Harga terhadap Volume Penjualan

BULAN	BIAYA PROMOSI (JUTAAN)	BIAYA BAHAN BAKU IMPOR (JUTAAN)	KURS RUPIAH TERHADAP US\$ (RIBUAN)	POTONGAN HARGA (%)	VOLUME PENJUALAN (TON)	NILAI PENJUALAN (JUTAAN)
1	0.99	21.57	7.43	18.20	19.67	105.77
2	1.42	-	7.51	18.73	34.70	186.59
3	2.21	-	7.59	18.66	53.39	287.44
4	1.14	197.68	7.95	18.20	20.90	112.37
5	1.41	48.51	8.62	18.63	25.94	139.72
6	1.92	248.99	8.74	18.56	27.57	148.72
7	1.21	-	9.00	17.00	18.98	102.91
8	5.76	107.59	8.29	18.34	56.40	305.46
9	5.45	110.36	8.78	20.10	83.21	449.34
10	5.18	-	9.40	18.97	67.65	365.51
11	6.47	128.61	9.53	18.32	62.13	336.60
12	2.10	238.49	9.60	17.00	20.21	109.40
13	3.38	79.47	9.45	18.00	37.67	233.72
14	6.05	-	9.84	20.52	93.36	578.67
15	9.92	139.54	10.40	20.51	70.38	436.31
16	6.02	68.97	11.68	18.54	59.06	365.90
17	10.00	73.42	11.06	20.52	94.95	588.53
18	7.00	135.62	11.44	20.52	59.39	368.06
19	15.68	-	9.53	20.52	126.66	785.06
20	17.74	103.65	8.87	20.52	147.65	915.15
21	21.98	-	9.68	20.51	104.51	647.80
22	10.55	84.51	10.44	20.53	75.00	464.78
23	15.59	59.52	10.43	20.52	90.96	553.73
24	1.27	-	10.40	20.52	9.42	58.39
25	19.83	354.76	10.32	24.29	156.62	1,146.53
26	5.53	280.04	10.19	17.23	58.86	430.90
27	28.67	270.79	9.66	20.00	88.22	645.70
28	21.62	290.54	9.32	24.30	103.92	760.65
29	18.27	79.05	8.79	32.73	118.62	780.67
30	16.68	312.96	8.73	24.32	93.42	683.68
31	7.37	251.32	8.96	18.40	65.27	477.86
32	28.88	194.47	8.93	24.00	141.47	1,035.93
33	6.92	292.62	8.95	16.00	47.73	349.57
34	7.53	352.13	9.14	16.00	46.95	343.87
35	5.86	264.40	9.08	16.50	39.78	291.50
36	21.78	179.31	8.92	34.00	174.99	1,215.89

Sumber : Data sekunder yang diperoleh dari PT. Lasindo Metal Nusasejati tahun 2003

Descriptive Statistics

	Mean	Std. Deviation	N
Volume Penjualan	72.1003	42.32000	36
Biaya Promosi	9.7050	8.14122	36
Biaya Bahan Baku	138.0247	115.86476	36
Kurs	9.3514	1.01189	36
Potongan Harga	20.2836	3.88591	36

Correlations

		Volume Penjualan	Biaya Promosi	Biaya Bahan Baku	Kurs	Potongan Harga
Pearson Correlation	Volume Penjualan	1.000	.843	.131	.178	.726
	Biaya Promosi	.843	1.000	.286	.179	.627
	Biaya Bahan Baku	.131	.286	1.000	.030	.029
	Kurs	.178	.179	.030	1.000	.024
	Potongan Harga	.726	.627	.029	.024	1.000
Sig. (1-tailed)	Volume Penjualan	.	.000	.223	.149	.000
	Biaya Promosi	.000	.	.046	.148	.000
	Biaya Bahan Baku	.223	.046	.	.432	.433
	Kurs	.149	.148	.432	.	.446
	Potongan Harga	.000	.000	.433	.446	.
N	Volume Penjualan	36	36	36	36	36
	Biaya Promosi	36	36	36	36	36

Biaya Bahan Baku	36	36	36	36	36
Kurs	36	36	36	36	36
Potongan Harga	36	36	36	36	36

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Potongan Harga, Kurs, Biaya Bahan Baku, Biaya Promosi(a)		Enter

a All requested variables entered.

b Dependent Variable: Volume 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	.884(a)	.782	.754	20.99654	.782	27.797	4	31	.000	1.867

a Predictors: (Constant), Potongan Harga, Kurs, Biaya Bahan Baku, Biaya Promosi

b Dependent Variable: Volume Penjualan

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	49017.900	4	12254.475	27.797	.000(a)
1 Residual	13666.490	31	440.855		
Total	62684.390	35			

a Predictors: (Constant), Potongan Harga, Kurs, Biaya Bahan Baku, Biaya Promosi

b Dependent Variable: Volume 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)	-49.051	42.000		1.168	.252					
1 Biaya Promosi	3.400	.610	.654	5.572	.000	.843	.707	.467	.510	1.959
1 Biaya Bahan Baku	-2.427E-02	.033	-.066	-.743	.463	.131	-.132	.062	.879	1.137
1 Kurs	2.321	3.593	.055	.646	.523	.178	.115	.054	.953	1.049
1 Potongan Harga	3.441	1.206	.316	2.853	.008	.726	.456	.239	.573	1.745

a. Dependent Variable: Volume Penjualan

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Biaya Promosi	Biaya Bahan Baku	Kurs	Potongan Harga
1	1	4.351	1.000	.00	.01	.01	.00	.00
	2	.337	3.594	.00	.05	.66	.00	.00
	3	.290	3.875	.00	.52	.25	.00	.00
	4	1.790E-02	15.589	.01	.23	.04	.19	.70
	5	4.291E-03	31.844	.99	.19	.03	.80	.30

a. Dependent Variable: Volume Penjualan

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	31.1090	158.3518	72.1003	37.42341	36

Residual	-44.8787	47.7007	.0000	19.76034	36
Std. Predicted Value	-1.095	2.305	.000	1.000	36
Std. Residual	-2.137	2.272	.000	.941	36

a Dependent Variable: Volume Penjualan