

**Lampiran 9. Pengaruh Biaya Promosi, Nilai Bahan Baku impor, Kurs Rupiah terhadap Dollar dan Potongan Harga terhadap Nilai Penjualan**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Nilai Penjualan	467.1856	301.15318	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**

		Nilai Penjualan	Biaya Promosi	Biaya Bahan Baku	Kurs	Potongan Harga
Pearson Correlation	Nilai Penjualan	1.000	.877	.248	.179	.734
	Biaya Promosi	.877	1.000	.286	.179	.627
	Biaya Bahan Baku	.248	.286	1.000	.030	.029
	Kurs	.179	.179	.030	1.000	.024
	Potongan Harga	.734	.627	.029	.024	1.000
Sig. (1-tailed)	Nilai Penjualan	.	.000	.072	.149	.000
	Biaya Promosi	.000	.	.046	.148	.000
	Biaya Bahan Baku	.072	.046	.	.432	.433
	Kurs	.149	.148	.432	.	.446
	Potongan Harga	.000	.000	.433	.446	.
N	Nilai Penjualan	36	36	36	36	36

<b>Biaya Promosi</b>	36	36	36	36	36
<b>Biaya Bahan Baku</b>	36	36	36	36	36
<b>Kurs</b>	36	36	36	36	36
<b>Potongan Harga</b>	36	36	36	36	36

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
<b>1</b>	Potongan Harga, Kurs, Biaya Bahan Baku, 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	
<b>1</b>	.911(a)	.829	.807	132.14464	.829	37.695	4	31	.000	1.890

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

b Dependent Variable: Nilai Penjualan

**ANOVA(b)**

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>1 Regression</b>	2632934.946	4	658233.737	37.695	.000(a)
<b>1 Residual</b>	541328.378	31	17462.206		
<b>Total</b>	3174263.325	35			

a Predictors: (Constant), Potongan Harga, Kurs, Biaya Bahan Baku, 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)	442.546	264.333		1.674	.104					
1 Biaya Promosi	24.009	3.840	.649	6.252	.000	.877	.747	.464	.510	1.959
1 Biaya Bahan Baku	.135	.206	.052	.657	.516	.248	.117	.049	.879	1.137
1 Kurs	15.883	22.613	.053	.702	.488	.179	.125	.052	.953	1.049
1 Potongan Harga	25.121	7.592	.324	3.309	.002	.734	.511	.245	.573	1.745

a Dependent Variable: Nilai 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
1	2	.337	3.594	.00	.05	.66	.00	.00
1	3	.290	3.875	.00	.52	.25	.00	.00
1	4	1.790E-02	15.589	.01	.23	.04	.19	.70
1	5	4.291E-03	31.844	.99	.19	.03	.80	.30

a Dependent Variable: Nilai Penjualan

**Residuals Statistics(a)**

Minimum	Maximum	Mean	Std. Deviation	N
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<b>Predicted Value</b>	156.5153	1100.3929	467.1856	274.27489	36
<b>Residual</b>	-292.5284	290.9472	.0000	124.36448	36
<b>Std. Predicted Value</b>	-1.133	2.309	.000	1.000	36
<b>Std. Residual</b>	-2.214	2.202	.000	.941	36

a Dependent Variable: Nilai Penjualan