

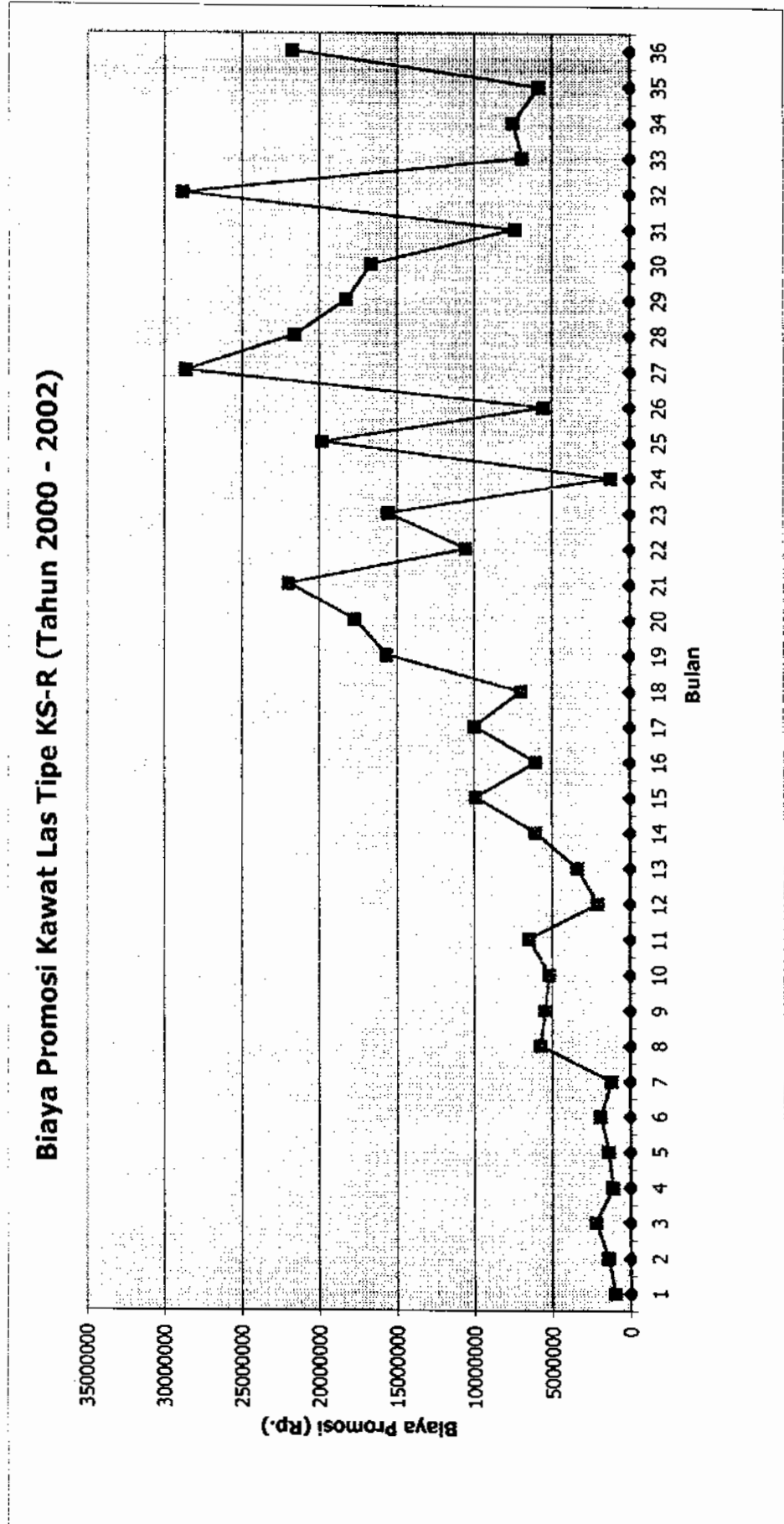
Lampiran 1. Pelaksanaan Bauran Promosi di PT. Lasindo Metal Nusasejati

BAURAN PROMOSI DI PT. LASINDO METAL NUSASEJATI

URAIAN	2000		2001		2002	
	FREKUENSI	Rp.	FREKUENSI	Rp.	FREKUENSI	Rp.
Advertising	4 X	17,186,400.00	4 X	21,943,680.00	5 X	34,929,600.00
Sales Promotion	2 X	5,000,000.00	2 X	17,500,000.00	2 X	25,000,000.00
Personal Selling	8 X	3,057,808.00	21 X	45,255,633.00	34 X	74,925,875.00
Public Relation / Publicity	6 X	10,000,000.00	6 X	40,500,000.00	6 X	54,100,000.00
TOTAL	20 X	35,244,208.00	33 X	125,199,313.00	47 X	188,955,475.00

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

Lampiran 2. Grafik Kenaikan Biaya Promosi (Tahun 2000 – 2002)

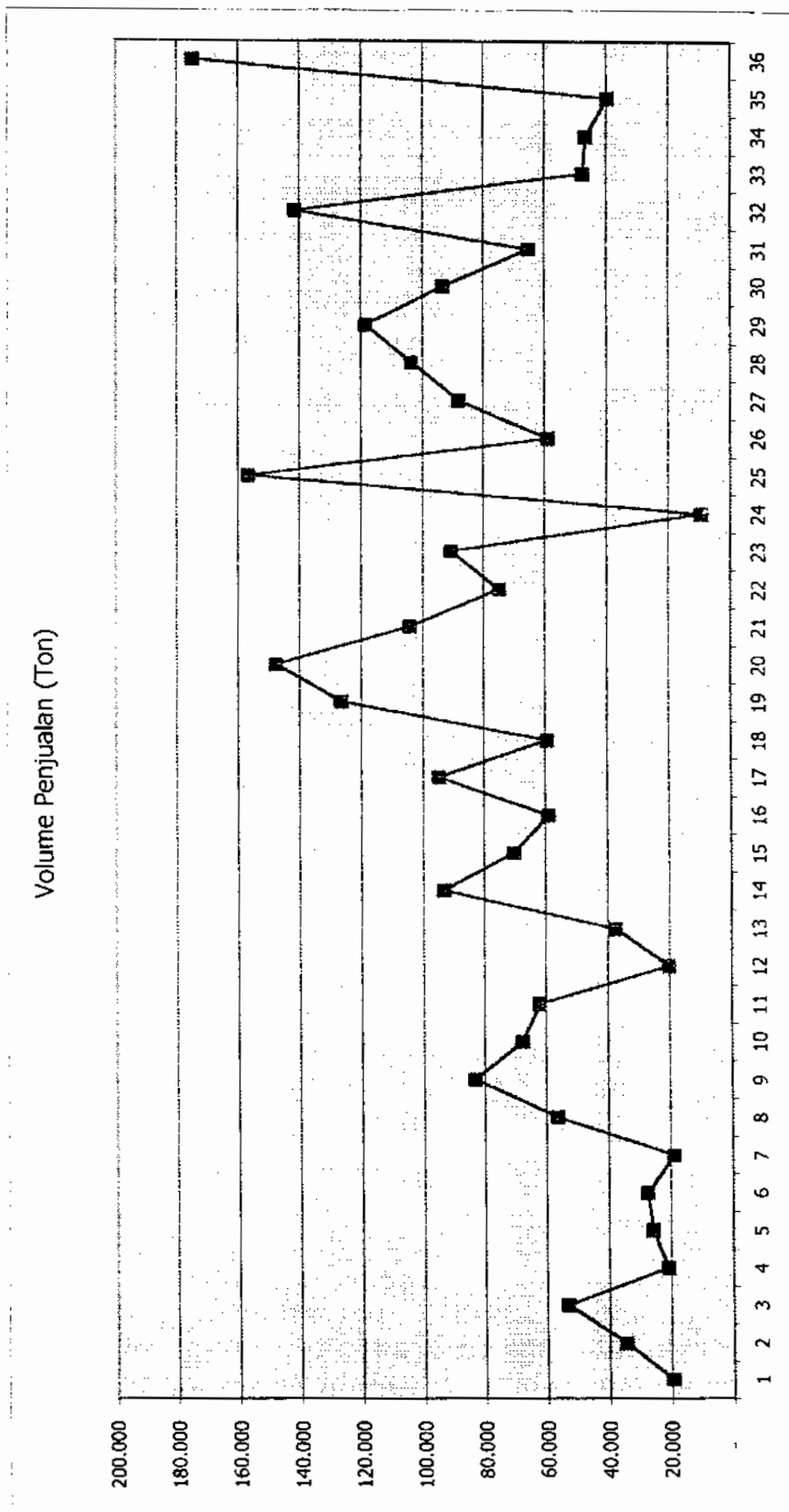


Lampiran 3. Kenaikan Biaya Promosi dan Volume Penjualan Kawat Las Tipe KS-R

TAHUN	BULAN	BIAYA PROMOSI (Rp.)	VOLUME PENJUALAN (TON)	NILAI PENJUALAN (Rp.)
2000	JANUARI	985,809	19,670.00	105,772,968.750
	PEBRUARI	1,418,968	34,700.00	186,589,625.000
	MARET	2,208,148	53,390.00	287,437,125.000
	APRIL	1,135,641	20,895.00	112,365,937.500
	MEI	1,406,797	25,935.00	139,717,468.750
	JUNI	1,924,027	27,570.00	148,724,687.500
	JULI	1,210,775	18,975.00	102,911,031.250
	AGUSTUS	5,760,316	56,400.00	305,460,625.000
	SEPTEMBER	5,445,960	83,205.00	449,337,781.250
	OKTOBER	5,182,782	67,650.00	365,510,562.500
	NOPEMBER	6,467,862	62,130.00	336,601,187.500
	DESEMBER	2,097,123	20,205.00	109,397,968.750
	TOTAL		35,244,208	490,725.00
2001	JANUARI	3,383,031	37,665.00	233,722,500.000
	PEBRUARI	6,053,757	93,360.00	578,665,312.500
	MARET	9,919,638	70,380.00	436,307,437.500
	APRIL	6,024,973	59,055.00	365,897,812.500
	MEI	10,003,078	94,950.00	588,534,375.000
	JUNI	6,999,171	59,385.00	368,063,437.500
	JULI	15,677,678	126,660.00	785,059,687.500
	AGUSTUS	17,741,661	147,645.00	915,151,875.000
	SEPTEMBER	21,982,827	104,505.00	647,800,312.500
	OKTOBER	10,550,949	75,000.00	464,784,375.000
	NOPEMBER	15,593,804	90,960.00	563,732,812.500
	DESEMBER	1,268,746	9,420.00	58,389,375.000
	TOTAL		125,199,313	968,985.00
2002	JANUARI	19,832,071	156,615.00	1,146,526,875.000
	PEBRUARI	5,532,323	58,860.00	430,901,250.000
	MARET	28,668,000	88,215.00	645,701,062.500
	APRIL	21,618,272	103,920.00	760,646,250.000
	MEI	18,273,426	118,620.00	780,671,485.152
	JUNI	16,683,082	93,420.00	683,682,187.500
	JULI	7,369,373	65,265.00	477,859,687.500
	AGUSTUS	28,882,021	141,465.00	1,035,925,312.500
	SEPTEMBER	6,918,551	47,730.00	349,574,062.500
	OKTOBER	7,531,073	46,950.00	343,870,312.500
	NOPEMBER	5,863,566	39,780.00	291,500,625.000
	DESEMBER	21,783,717	174,990.00	1,215,886,896.204
	TOTAL		188,955,475	1,135,830.00

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

Lampiran 4. Grafik Kenaikan Volume Penjualan (Tahun 2000 – 2002)



Lampiran 5. Kontribusi Biaya Promosi terhadap Harga Kawat Las Tipe KS-R

KOMPONEN	2000 (Rp.)	2001 (Rp.)	2002 (Rp.)
Biaya Promosi *	35,244,208.000	125,199,313.000	188,955,475.000
Volume Produksi (kg) *	550,115.00	972,000.000	1,149,030.000
Biaya Promosi / kg	64.067	128.806	164.448
Harga Jual *	7,250.000	8,250.000	9,750.000
Kontribusi Biaya Promosi terhadap Harga Jual (%)	0.884	1.561	1.687

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

Lampiran 6. Pengaruh Biaya Promosi terhadap Volume Penjualan

BULAN	BIAYA PROMOSI (JUTAAN)	VOLUME PENJUALAN (TON)	NILAI PENJUALAN (JUTAAN)
1	0.99	19.670	105.77
2	1.42	34.700	186.59
3	2.21	53.390	287.44
4	1.14	20.895	112.37
5	1.41	25.935	139.72
6	1.92	27.570	148.72
7	1.21	18.975	102.91
8	5.76	56.400	305.46
9	5.45	83.205	449.34
10	5.18	67.650	365.51
11	6.47	62.130	336.60
12	2.10	20.205	109.40
13	3.38	37.665	233.72
14	6.05	93.360	578.67
15	9.92	70.380	436.31
16	6.02	59.055	365.90
17	10.00	94.950	588.53
18	7.00	59.385	368.06
19	15.68	126.660	785.06
20	17.74	147.645	915.15
21	21.98	104.505	647.80
22	10.55	75.000	464.78
23	15.59	90.960	563.73
24	1.27	9.420	58.39
25	19.83	156.615	1,146.53
26	5.53	58.860	430.90
27	28.67	88.215	645.70
28	21.62	103.920	760.65
29	18.27	118.620	780.67
30	16.68	93.420	683.68
31	7.37	65.265	477.86
32	28.88	141.465	1,035.93
33	6.92	47.730	349.57
34	7.53	46.950	343.87
35	5.86	39.780	291.50
36	21.78	174.990	1,215.89

Descriptive Statistics

	Mean	Std. Deviation	N
Volume perdagangan	72.1003	42.32000	36
Biaya Promosi	9.7050	8.14122	36

Correlations

		Volume perdagangan	Biaya Promosi
Pearson Correlation	Volume perdagangan	1.000	.843
	Biaya Promosi	.843	1.000
Sig. (1-tailed)	Volume perdagangan	.	.000
	Biaya Promosi	.000	.
N	Volume perdagangan	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: Volume perdagangan

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.843(a)	.711	.703	23.08133	1.781

a Predictors: (Constant), Biaya Promosi

b Dependent Variable: Volume perdagangan

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44570.963	1	44570.963	83.662	.000(a)

Residual	18113.427	34	532.748		
Total	62684.390	35			
a Predictors: (Constant), Biaya Promosi					
b Dependent Variable: Volume perdagangan					

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	29.560	6.036				
1	Biaya Promosi	4.383	.479	.843	9.147	.000	3.409 5.357

a Dependent Variable: Volume perdagangan

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	33.8997	156.1503	72.1003	35.68552	36
Residual	-67.0098	49.9612	.0000	22.74921	36
Std. Predicted Value	-1.070	2.355	.000	1.000	36
Std. Residual	-2.903	2.165	.000	.986	36

a Dependent Variable: Volume perdagangan

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

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

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
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: 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					

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

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: 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	.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.
1 Regression	2632934.946	4	658233.737	37.695	.000(a)
1 Residual	541328.378	31	17462.206		
Total	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
Kurs	15.883	22.613	.053	.702	.488	.179	.125	.052	.953	1.049
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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Predicted Value	156.5153	1100.3929	467.1856	274.27489	36
Residual	-292.5284	290.9472	.0000	124.36448	36
Std. Predicted Value	-1.133	2.309	.000	1.000	36
Std. Residual	-2.214	2.202	.000	.941	36
a Dependent Variable: Nilai Penjualan					