

Lampiran 1

NO.	NAMA PRODUK
	Cat Tembok (Wall Paint) Untuk Exterior dan Interior
1	Super Nippon Weatherbond
2	Nippon Weatherbond
3	Super Vinilex 5000
4	Vinilex 5000
5	Matex
6	Platone PVA
7	Kimex Weatherbond
8	Rabalac 3000
9	Matex Cat Genteng
10	Q- Luc
	Cat Dasar Tembok (Wall Sealer) dan Plamir Tembok (Wall Filler)
1	Vinilex 5180 Wall Sealer
2	Vinilex 5100 Wall Sealer
3	Nipsea Sealer White
4	Matex Putty
5	Nippon Elastex Waterproof
	Cat Kayu / Besi (Synthetic Resin Enamel Paint For Wood and Steel)
1	Bee Brand 1000
2	Bee Brand Junior 66
3	Platone 8000
4	Nipsea Acrylic Paint
	Cat Dasar Kayu / Besi (Synthetic Resin Primer and Under Coat)
1	Bodelac 9000 Zinc Chromate Primer
2	Bee Brand Zinc Chromate Primer
3	Bee Brand Meni Kayu
4	Plywood Wooden Putty
5	Vinilex 110 Active Primer
6	Vinilex 120 Active Primer
	Cat Duco (Auto Lacquer Acrylic)
1	Nippe 2000- 260 Primer
2	Nippe EP Primer/ Surfacer
3	Nippe 2000- 270 Surfacer

4	Nippe 2000- 280 Putty
5	Nippe 2000
6	Nipsea Autolux 66

Sumber : PT. Nipsea Paint and Chemicals

Lampiran 2

Tabel Data Biaya Periklanan, Personal Selling, Promosi Penjualan dan Data Penjualan PT. Nipsea Paint And Chemicals pada Tahun 2001 – 2003

TAHUN	BULAN	BIAYA PERIKLANAN (Rp)	BIAYA PERSONAL SELLING (Rp)	BIAYA PROMOSI PENJUALAN (Rp)	<i>Sales</i> (Unit/ Kg)
2001	1	65175200	52082950	64161350	109118
2001	2	66500000	52662850	63280450	122953
2001	3	68200500	52345430	67836020	115368
2001	4	67400350	51675850	56341350	99424
2001	5	74500000	52412400	58498650	117034
2001	6	73490900	52683250	67485950	123410
2001	7	61210000	52972500	76615150	130298
2001	8	48540000	52282600	66956600	113872
2001	9	45350000	52000450	63006500	107153
2001	10	56940850	53812500	88375200	150298
2001	11	59830300	54027600	91386600	155420
2001	12	69400000	54625450	99755850	169652
2002	1	54001400	53412000	84211000	136398

2002	2	55525000	54055800	94647250	153692
2002	3	59780600	53703400	88833300	144210
2002	4	57710300	52960100	76556400	124280
2002	5	65913900	53781150	90118950	146297
2002	6	49821000	54078450	95029000	154268
2002	7	52075000	54399400	100323000	162863
2002	8	56152500	53633700	87681400	142340
2002	9	49481100	53320400	85607300	138973
2002	10	62804800	55331800	115726000	187867
2002	11	54391500	56234250	133441000	216625
2002	12	63810000	55570650	119673400	194275
2003	1	57074500	65155600	104530200	162863
2003	2	65313300	65883800	117783736	142340
2003	3	62403200	65484850	116785650	171610
2003	4	50901500	66271400	110516800	174093
2003	5	53644750	65673900	91102000	147893
2003	6	59658400	64442650	124811700	193807
2003	7	57052950	65908600	119385100	169385
2003	8	55705680	66447500	106503450	165378
2003	9	60844750	66224100	143973900	223562
2003	10	75990750	69643400	168802700	262116

2003	11	79219600	68398200	171593150	266449
2003	12	71234350	68529000	148884400	231187

Sumber : PT. Nipsea Paint And Chemicals

Lampiran 5

Analisa Data SPSS Dengan SPSS Versi 11.0

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
SALES	159077.0	41396.220	36
BP	6.1E+07	8272371	36
BPS	5.8E+07	6348579	36
BPP	9.9E+07	29634228	36

Correlations

		SALES	BP	BPS	BPP
Pearson Correlation	SALES	1.000	.310	.716	.973
	BP	.310	1.000	.189	.262
	BPS	.716	.189	1.000	.801
	BPP	.973	.262	.801	1.000
Sig. (1-tailed)	SALES	.	.033	.000	.000
	BP	.033	.	.135	.061
	BPS	.000	.135	.	.000
	BPP	.000	.061	.000	.
N	SALES	36	36	36	36
	BP	36	36	36	36
	BPS	36	36	36	36
	BPP	36	36	36	36

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BPP, ^a BP, BPS	.	Enter

a. All requested variables entered.

b. Dependent Variable: SALES

Model Summary

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	.980 ^a	.960	.956	8657.432	.960	256.074	3	32	.000	1.857

a. Predictors: (Constant), BPP, BP, BPS

b. Dependent Variable: SALES

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.8E+10	3	1.919E+10	256.074	.000 ^a
	Residual	2.4E+09	32	74951133.97		
	Total	6.0E+10	35			

a. Predictors: (Constant), BPP, BP, BPS

b. Dependent Variable: SALES

Coefficient Correlations^a

Model			BPP	BP	BPS
1	Correlations	BPP	1.000	-.189	-.793
		BP	-.189	1.000	.037
		BPS	-.793	.037	1.000
	Covariances	BPP	7.06E-09	-2.9E-09	-2.6E-08
		BP	-2.9E-09	3.37E-08	2.63E-09
		BPS	-2.6E-08	2.63E-09	1.49E-07

a. Dependent Variable: SALES

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	BP	BPS	BPP
1	1	3.935	1.000	.00	.00	.00	.00
	2	5.079E-02	8.803	.02	.05	.00	.38
	3	1.134E-02	18.626	.09	.86	.08	.03
	4	2.418E-03	40.345	.89	.09	.92	.59

a. Dependent Variable: SALES

Casewise Diagnostics^a

Case Number	Std. Residual	SALES	Predicted Value	Residual
26	-4.371	142340	180178.32	-37838.32

a. Dependent Variable: SALES

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	102631.1	263604.1	159077.0	40560.082	36
Residual	-37838.32	11555.67	.00	8278.089	36
Std. Predicted Value	-1.392	2.577	.000	1.000	36
Std. Residual	-4.371	1.335	.000	.956	36

a. Dependent Variable: SALES

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error				Beta	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	56290.52	19540.7		2.881	.007	16487.512	96093.5					
	BP	2.73E-04	.000	.055	1.487	.147	.000	.001	.310	.254	.053	.930	1.075
	BPS	-1.1E-03	.000	-.173	-2.932	.006	-.002	.000	.716	-.460	-.10	.358	2.796
	BPP	1.53E-03	.000	1.097	18.239	.000	.001	.002	.973	.955	.645	.345	2.896

a. Dependent Variable: SALES