

LAMPIRAN 1

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
nilai penjualan	1,3E+10	4613094749	36
biaya promosi	2,2E+08	96512354,76	36
nilai kurs	9356,6667	651,5184	36

Correlations

		nilai penjualan	biaya promosi	nilai kurs
Pearson Correlation	nilai penjualan	1,000	,781	-,030
	biaya promosi	,781	1,000	,222
	nilai kurs	-,030	,222	1,000
Sig. (1-tailed)	nilai penjualan	,	,000	,431
	biaya promosi	,000	,	,097
	nilai kurs	,431	,097	,
N	nilai penjualan	36	36	36
	biaya promosi	36	36	36
	nilai kurs	36	36	36

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	nilai kurs, 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	Durbin-Watson
1	,808 ^a	,653	,632	2799638564	1,359

a. Predictors: (Constant), nilai kurs, biaya promosi

b. Dependent Variable: nilai penjualan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,86E+20	2	2,431E+20	31,014	,000 ^a
	Residual	2,59E+20	33	7,838E+18		
	Total	7,45E+20	35			

a. Predictors: (Constant), nilai kurs, biaya promosi

b. Dependent Variable: nilai penjualan

Coefficients^b

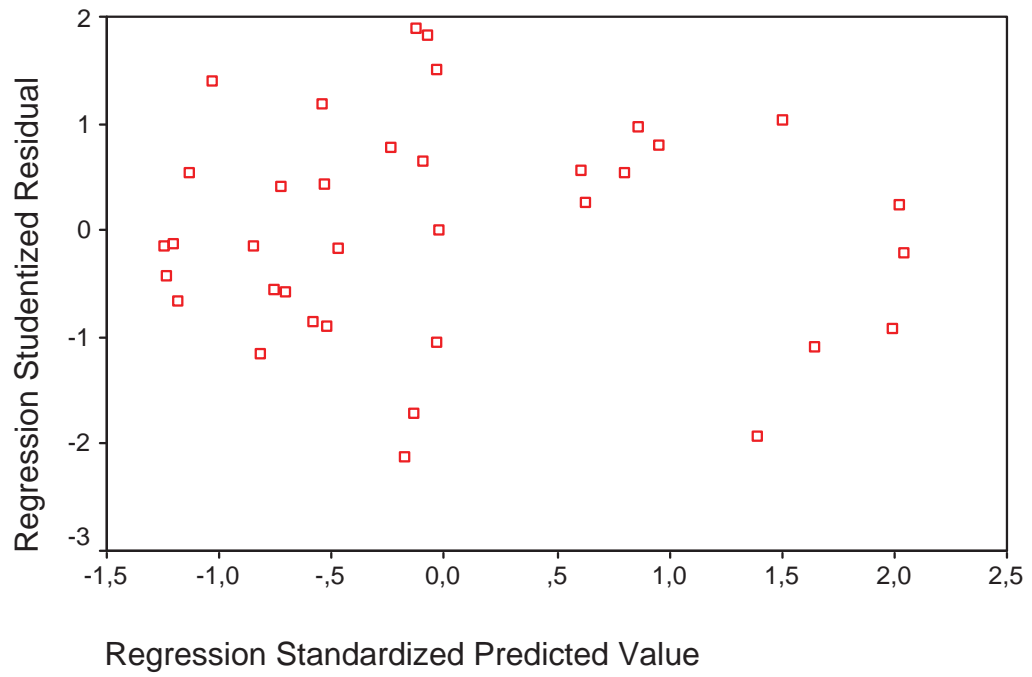
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,8E+10	6,8E+09		2,690	,011		
	biaya promosi	39,577	5,029	,828	7,870	,000	,951	1,052
	nilai kurs	-1512352	744905,5	-,214	-2,030	,050	,951	1,052

a. Dependent Variable: nilai penjualan

Charts

Scatterplot

Dependent Variable: nilai penjualan



LAMPIRAN 2

Tahun	Bulan	Biaya Promosi (Rp)	Perubahan Biaya Promosi (%)	Nilai Kurs \$ (Rp)	Perubahan Nilai Kurs \$ (%)	Total Penjualan (Rp)	Perubahan Revenue (%)
2006	1	279.017.538	0	9395	0	15.910.027.500	0
	2	190.935.678	-31,56857473	9230	-1,756253326	14.118.770.000	-11,25867004
	3	138.493.813	-27,4657233	9075	-1,679306609	11.244.000.500	-20,36133105
	4	285.792.000	106,3572327	8775	-3,305785124	18.535.820.000	64,85075752
	5	106.398.027	-62,77081689	9220	5,071225071	10.090.322.700	-45,56311671
	6	104.903.678	-1,40448939	9300	0,867678959	6.658.850.500	-34,00755657
	7	101.767.216	-2,989849412	9270	-0,322580645	8.012.395.500	20,32700689
	8	157.538.902	54,80319517	9100	-1,833872708	14.073.512.200	75,64674884
	9	95.842.119	-39,16288753	9235	1,483516484	7.810.520.000	-44,50198437
	10	92.839.022	-3,133379177	9110	-1,353546291	7.103.044.500	-9,057982055
	11	95.278.300	2,627427506	9165	0,603732162	6.650.340.500	-6,373379753
	12	133.627.890	40,25007793	9020	-1,582105837	14.237.000.000	114,0792641
2007	13	196.125.491	46,7698779	9090	0,776053215	12.888.792.100	-9,469747138
	14	339.155.003	72,92754821	9160	0,770077008	17.329.500.800	34,45403313
	15	286.272.110	-15,59254398	9018	-1,550218341	18.704.392.000	7,933818844
	16	205.515.274	-28,20981618	9083	0,720780661	12.745.205.100	-31,85982683
	17	118.295.017	-42,43979306	8828	-2,807442475	9.314.050.500	-26,92114072
	18	135.531.990	14,5711742	9054	2,560036248	8.502.773.072	-8,710253697
	19	162.572.004	19,95101968	9186	1,457919152	8.430.212.500	-0,85337538
	20	203.700.432	25,298592	9410	2,438493359	6.353.258.000	-24,63703614

	21	142.937.927	-29,82934518	9137	-2,901168969	8.617.772.000	35,64335023
	22	142.184.480	-0,527114822	9103	-0,372113385	10.628.933.500	23,33737189
	23	164.267.800	15,53145604	9376	2,999011315	8.356.878.600	-21,37613242
	24	207.618.450	26,39022986	9419	0,458617747	7.628.409.000	-8,717005893
2008	25	212.638.996	2,41815985	9291	-1,358955303	9.817.322.500	28,69423362
	26	347.516.600	63,43032395	9051	-2,583144979	21.166.292.600	115,6014799
	27	210.030.693	-39,5623999	9217	1,834051486	16.890.050.000	-20,20307798
	28	406.187.809	93,3945002	9234	0,184441792	19.912.674.900	17,89589078
	29	407.285.500	0,270242232	9318	0,909681611	21.003.890.560	5,480005401
	30	206.289.913	-49,35004733	9225	-0,998068255	17.640.600.000	-16,01270274
	31	197.389.200	-4,314662249	9118	-1,159891599	17.569.010.890	-0,405820154
	32	267.493.808	35,51592894	9153	0,383856109	16.629.088.550	-5,349887628
	33	406.283.554	51,88521822	9378	2,458210423	17.900.567.190	7,646111428
	34	436.110.006	7,341289527	10995	17,24248241	16.450.810.000	-8,098945551
	35	227.971.847	-47,72606823	12151	10,51386994	11.573.090.000	-29,65033333
	36	228.399.600	0,187634134	10950	-9,883960168	11.918.793.010	2,987127984

Sumber : data sekunder diolah