

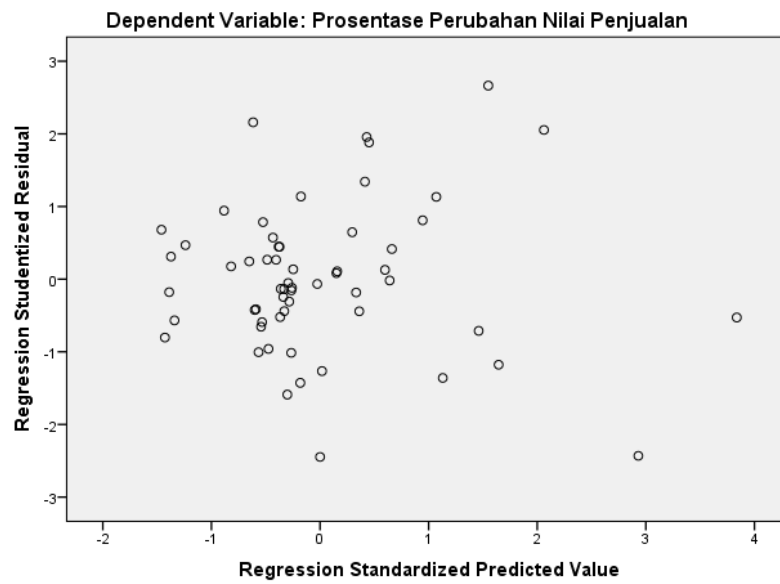
Lampiran

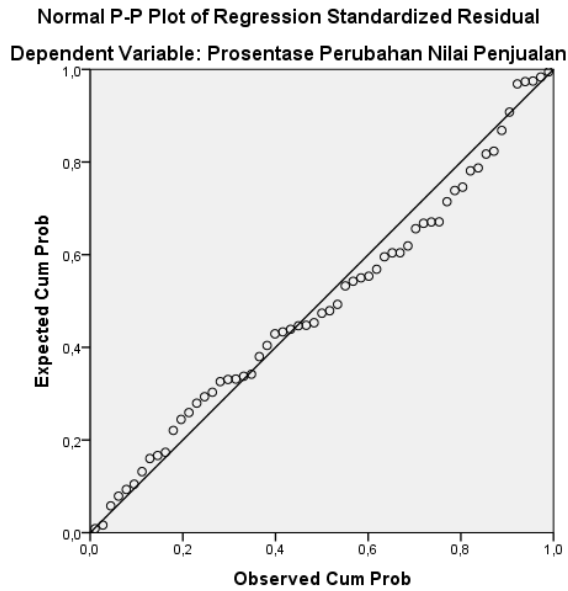
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1		
Biaya Promosi	,320	3,121
Biaya Distribusi	,320	3,121

a. Dependent Variable: Prosentase Perubahan Nilai Penjualan

Scatterplot





Model Summary^b

Model	Durbin-Watson
1	1,862 ^a

a. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

b. Dependent Variable: Prosentase Perubahan Nilai Penjualan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,952	2	2,976	325,607	,000 ^b
	Residual	,512	56	,009		
	Total	6,464	58			

a. Dependent Variable: Prosentase Perubahan Nilai Penjualan

b. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,011	,012		-,918	,363
Biaya Promosi	,567	,065	,580	8,728	,000
Biaya Distribusi	,536	,084	,424	6,380	,000

a. Dependent Variable: Prosentase Perubahan Nilai Penjualan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,960 ^a	,921	,918	,09560

a. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

b. Dependent Variable: Prosentase Perubahan Nilai Penjualan