

PT. SARI AGROTAMA PERSADA

Bi. Periklanan, Bi. Promosi Penjualan & Volume Penjualan
(dalam ribu rupiah)

Tahun	Biaya Periklanan	Biaya Promosi Penjualan	Volume Penjualan
1996-1997	218.420	183.650	4.855.280
1997-1998	224.280	190.830	4.918.350
1998-1999	233.290	214.770	5.002.640
1999-2000	242.990	220.000	5.137.970
2000-2001	260.950	224.600	5.176.270



Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BI. PROMOSI PENJUALAN, BI PERIKLANAN		Enter

a. All requested variables entered.

b. Dependent Variable: VOLUME PENJUALAN (RP)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,992 ^a	,905	,969	24,27

a. Predictors: (Constant), BI. PROMOSI PENJUALAN, BI PERIKLANAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,49E+10	2	3,75E+10	63,595	,015 ^a
	Residual	1,18E+09	2	5,89E+08		
	Total	7,61E+10	4			

a. Predictors: (Constant), BI. PROMOSI PENJUALAN, BI PERIKLANAN

b. Dependent Variable: VOLUME PENJUALAN (RP)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	325827,84	174244,07		18,700	,003
	BI PERIKLANAN	7,765	,724	,944	10,719	,009
	BI. PROMOSI PENJUALAN	1,435	,147	,261	2,965	,097

a. Dependent Variable: VOLUME PENJUALAN (RP)

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BIAYA PERIKLANAN, BIAYA PROMOSI PENJUALAN		Enter

a. All requested variables entered.

b. Dependent Variable: VOLUME PENJUALAN (RP)

Model Summary^b

Model	Durbin-Watson
1	1,508 ^a

a. Predictors: (Constant), BIAYA PERIKLANAN, BIAYA PROMOSI PENJUALAN

b. Dependent Variable: VOLUME PENJUALAN (RP)

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	BIAYA PROMOSI PENJUALAN	,998	1,003
	BIAYA PERIKLANAN	,998	1,003

a. Dependent Variable: VOLUME PENJUALAN (RP)

Coefficient Correlations^a

Model			BIAYA PERIKLANAN	BIAYA PROMOSI PENJUALAN
1	Correlations	BIAYA PERIKLANAN	1,000	,050
		BIAYA PROMOSI PENJUALAN	,050	1,000
	Covariances	BIAYA PERIKLANAN	,525	5,308E-03
		BIAYA PROMOSI PENJUALAN	5,308E-03	2,149E-02

a. Dependent Variable: VOLUME PENJUALAN (RP)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	BIAYA PROMOSI PENJUALAN	BIAYA PERIKLAMAN
1	1	2,883	1,000	,00	,02	,00
	2	,115	5,000	,01	,97	,01
	3	1,984E-03	38,115	,99	,02	,99

a. Dependent Variable: VOLUME PENJUALAN (RP)

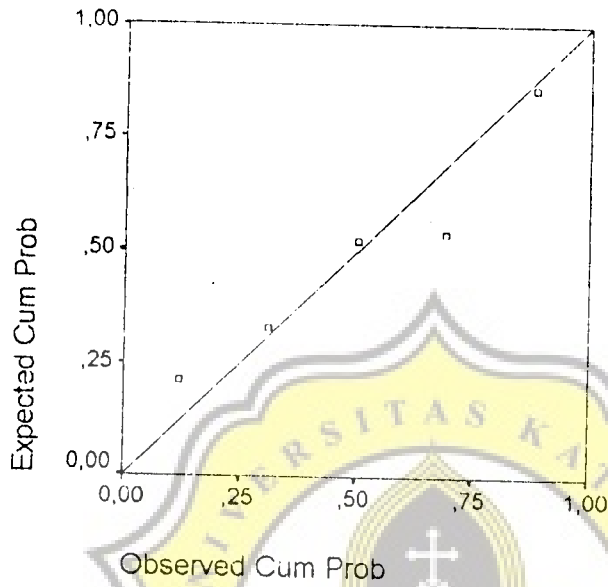
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4874535,5	5186991,5	5018102,0	136846,72	5
Std. Predicted Value	-1,049	1,234	,000	1,000	5
Standard Error of Predicted Value	12997,71	24201,25	18229,45	5130,20	5
Adjusted Predicted Value	4705462,5	5285114,5	4953001,0	210228,47	5
Residual	-19255,40	26161,78	1,86E-10	17160,23	5
Std. Residual	-,793	1,078	,000	,707	5
Stud. Residual	-1,408	1,323	,033	1,282	5
Deleted Residual	-108844,28	432507,47	65101,02	212390,42	5
Stud. Deleted Residual	-10,341	2,651	-1,356	5,261	5
Mahal. Distance	,347	3,178	1,600	1,308	5
Cook's Distance	,001	105,291	22,385	46,415	5
Centered Leverage Value	,087	,794	,400	,327	5

a. Dependent Variable: VOLUME PENJUALAN (RP)

Charts

Normal P-P Plot of Regression Sta
Dependent Variable: VOLUME PE



Scatterplot

Dependent Variable: VOLUME PENJUALA

