

Lampiran1 Data Intensits dan Biaya Promosi Benih Jagung Hibrida PT. DuPont Indonesia (DuPont Pioneer) Wilayah *SEJ*

Marketing Activity	2009				2010			
	A		B		A		B	
	(kali)	(Rp)	(kali)	(Rp)	(kali)	(Rp)	(kali)	(Rp)
Big FM	30	57.000.000	35	66.500.000	42	79.800.000	30	57.000.000
Farmer Meeting	450	45.000.000	440	44.000.000	399	39.900.000	386	38.000.000
Prepare FT	15	12.750.000	15	12.750.000	18	15.300.000	15	12.750.000
Field Trip	40	102.000.000	35	89.250.000	36	91.800.000	45	114.750.000
Install Material Promo	140	13.300.000	120	11.400.000	138	13.110.000	120	11.400.000
MAP / Trader Meeting	10	19.950.000	11	21.450.000	20	39.000.000	15	29.250.000
Pasar Pioneer	4	26.000.000	4	26.000.000	3	19.500.000	3	19.500.000
Total Biaya		276.000.000		271.350.000		298.410.000		282.650.000

Lanjutan Lampiran 1.

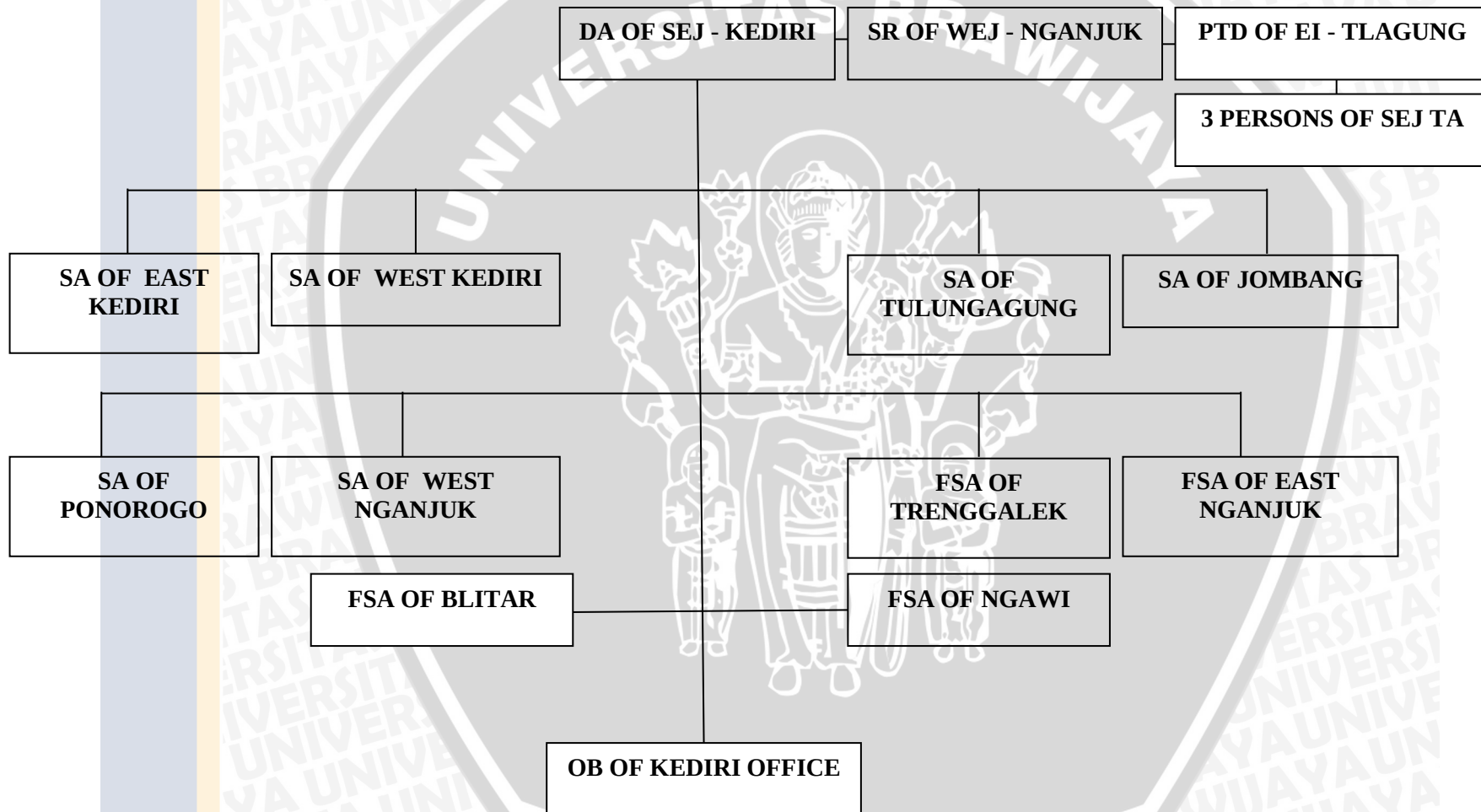
Marketing Activity	2011				2012			
	A		B		A		B	
	(kali)	(Rp)	(kali)	(Rp)	(kali)	(Rp)	(kali)	(Rp)
Big FM	40	76.000.000	42	79.800.000	35	64.750.000	35	64.750.000
Farmer Meeting	450	45.000.000	470	47.000.000	520	39.000.000	525	39.375.000
Prepare FT	18	15.300.000	20	17.000.000	20	17.100.000	25	21.375.000
Field Trip	45	114.075.000	45	114.075.000	36	90.900.000	45	113.625.000
Install Material Promo	128	12.160.000	130	12.350.000	130	12.350.000	135	12.825.000
MAP / Trader Meeting	18	35.100.000	20	39.000.000	15	29.130.000	20	38.840.000
Pasar Pioneer	6	39.000.000	6	39.000.000	5	31.250.000	6	37.500.000
Total Biaya		336.635.000		348.225.000		284.480.000		328.290.000

Lanjutan lampiran 1

Marketing Activity	2013				2014			
	A		B		A		B	
	(kali)	(Rp)	(kali)	(Rp)	(kali)	(Rp)	(kali)	(Rp)
Big FM	35	64.750.000	30	55.500.000	28	51.240.000	35	64.050.000
Farmer Meeting	510	38.250.000	495	37.125.000	490	36.750.000	502	37.650.000
Prepare FT	25	21.375.000	18	15.390.000	15	12.825.000	22	18.810.000
Field Trip	44	111.100.000	34	85.850.000	33	83.325.000	40	101.000.000
Install Material Promo	130	12.350.000	125	11.875.000	122	11.651.000	128	12.224.000
MAP / Trader Meeting	15	29.130.000	11	21.362.000	9	17.477.000	18	34.974.000
Pasar Pioneer	6	37.500.000	4	25.000.000	4	25.020.000	4	25.020.000
Total Biaya		314.455.000		252.102.000		238.288.000		293.728.000

Lampiran 2. Data Rekapitulasi Variabel Penelitian

No	Tahun	Ketersediaan Produk (X ₁)	Rata-rata Harga (X ₂)	Frekuensi Distribusi (X ₃)	Biaya Promosi (X ₄)	Volume Penjualan (Y)
1	2009A	227	43.000	45	276.000.000	224
2	2009B	378	43.000	49	271.350.000	376
3	2010A	250	48.000	40	298.410.000	248
4	2010B	300	48.000	48	282.650.000	296
5	2011A	490	51.000	87	336.635.000	496
6	2011B	668	51.000	95	348.225.000	664
7	2012A	240	64.333	38	284.480.000	236
8	2012B	502	64.333	75	328.290.000	489
9	2013A	277	58.750	34	314.455.000	272
10	2013B	283	58.750	41	252.102.000	276
11	2014A	201	60.500	39	238.288.000	192
12	2014B	376	60.500	69	293.788.000	368



Lampiran 4. Data Hasil SPSS

a. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		12
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.18301903
Most Extreme Differences	Absolute	.129
	Positive	.129
	Negative	-.082
Kolmogorov-Smirnov Z		.447
Asymp. Sig. (2-tailed)		.988

a. Test distribution is Normal.

b. Calculated from data.

b. Hasil Uji Multikolinearitas

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.106	9.434
	X2	.997	1.003
	X3	.124	8.060
	X4	.375	2.668

c. Tabel Hasil R² dan Durbin Watson

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.9997 ^a	.999	.999	3.99013	2.089

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

d. Tabel Hasil Uji F

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	218506.8	4	54626.701	3431.088	.000 ^a
	Residual	111.448	7	15.921		
	Total	218618.3	11			

a. Predictors: (Constant), X4, X2, X3, X1

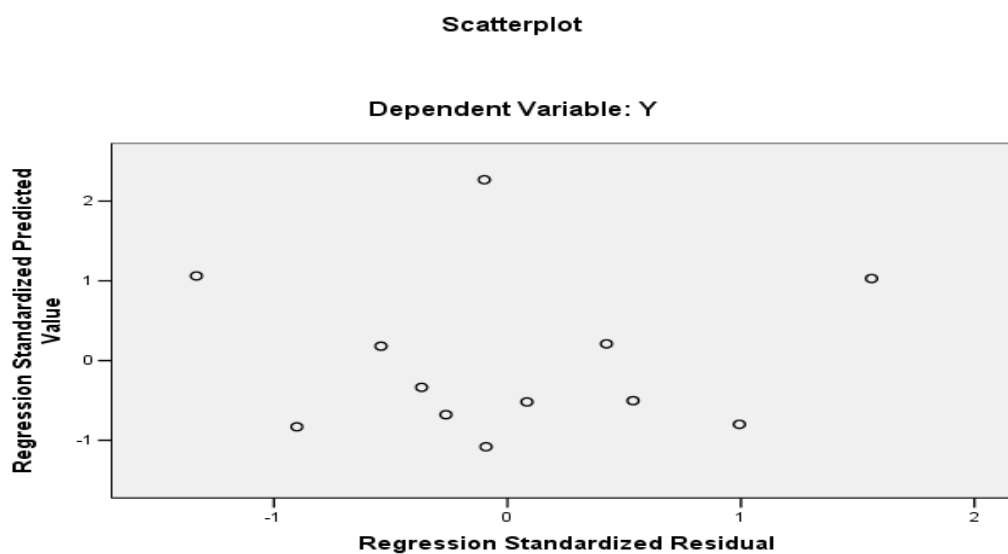
b. Dependent Variable: Y

e. Tabel Hasil Uji t

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-2.8358184	15.870		.863
	X1	.970359112	.0263	.9668	.000
	X2	-.000369382	.0002	-.0205	.047
	X3	.130993606	.1633	.0194	.449
	X4	.000000073	.0000	.0173	.254

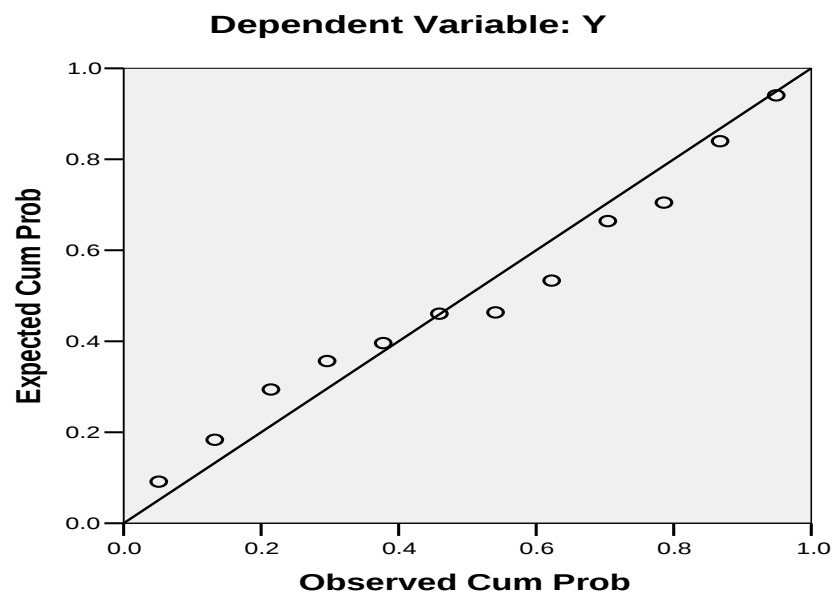
a. Dependent Variable: Y

f. Gambar Scatter Plot



g. Grafik P Plot

Normal P-P Plot of Regression Standardized Residual



Lampiran 5. Foto Kegiatan Penelitian



Gambar 36. Kunjungan ke Kios Pertanian di Nganjuk



Gambar 37. Kunjungan ke Kios Pertanian di Jombang



Gambar 38. Kunjungan ke Petani di Jombang

Lanjutan lampiran 5. Foto Kegiatan Penelitian



Gambar 39. Kegiatan Sosialisasi Petani di Kantor SEJ Kediri



Gambar 40. Pembagian Hadiah ke MAP Kab. Kediri



Gambar 41. Wawancara dengan Supervisor SEJ

Lampiran 6. Peta Lokasi Penelitian



Gambar 41. Wilayah Pemasaran PT. DuPont Indonesia (DuPont Pioneer)