

**Lampiran 1. Rangkuman Data Hasil Penelitian**

Tahun	Semester	Volume Penjualan (Y)		Pendapatan	Potongan	Biaya Saluran	Biaya
		Unit Kemasan	Juta (Rp.)	Penjualan (Rp.) (X1)	Harga (Rp.) (X2)	Distribusi (Rp.) (X3)	Promosi (Rp.) (X4)
2005	I	26.312	19.734	34.086.000	3.600.000	6.700.000	2.270.000
	II	37.646	28.234	29.670.000	3.600.000	6.684.000	3.359.000
2006	I	27.976	20.982	31.706.000	2.700.000	6.784.000	3.269.000
	II	31.215	23.411	35.328.000	3.600.000	6.950.000	3.400.000
2007	I	13.098	9.234	53.544.000	3.280.000	7.970.000	7.680.000
	II	15.396	10.854	41.400.000	3.900.000	7.651.000	1.210.000
2008	I	22.461	16.007	50.784.000	2.700.000	7.756.000	2.900.000
	II	26.322	18.813	51.750.000	4.300.000	7.860.000	4.100.000
2009	I	21.770	15.446	41.676.000	4.100.000	7.550.000	4.600.000
	II	64.922	45.880	50.493.000	3.823.970	7.961.400	4.217.400
2010	I	35.516	24.674	52.840.000	3.897.300	8.121.000	4.361.000
	II	36.753	25.367	55.187.000	3.970.630	8.280.600	4.504.600
2011	I	37.990	26.060	57.534.000	4.043.960	8.440.200	4.648.200
	II	39.227	26.753	59.881.000	4.117.290	8.599.800	4.791.800
2012	I	40.464	27.446	62.228.000	4.190.620	8.759.400	4.935.400
	II	41.702	28.140	64.575.000	4.263.950	8.919.000	5.079.000

## Lampiran 2. Hasil Pengujian Regresi Linier Berganda

**Model Summary<sup>p</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.942 <sup>a</sup>	.887	.846	2.395334	1.645

a. Predictors: (Constant), Biaya Promosi Harga, Potongan Harga, Biaya Saluran Distribusi, Pendapatan Penjualan

b. Dependent Variable: Volume Penjualan

**ANOVA<sup>d</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	496.517	4	124.129	21.634	.000 <sup>a</sup>
	Residual	63.114	11	5.738		
	Total	559.631	15			

a. Predictors: (Constant), Biaya Promosi Harga, Potongan Harga, Biaya Saluran Distribusi, Pendapatan Penjualan

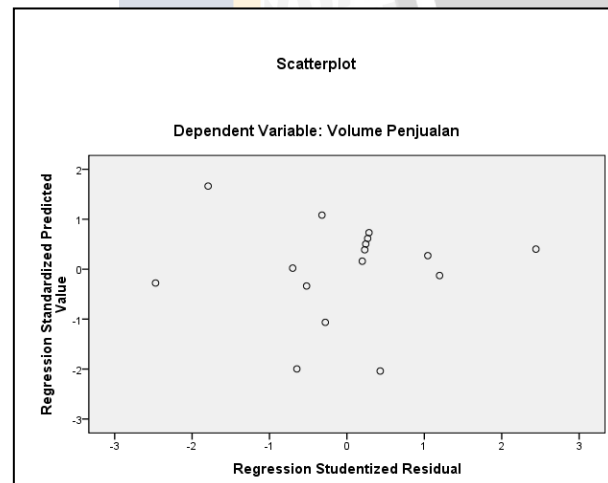
b. Dependent Variable: Volume Penjualan

Coefficients<sup>a</sup>

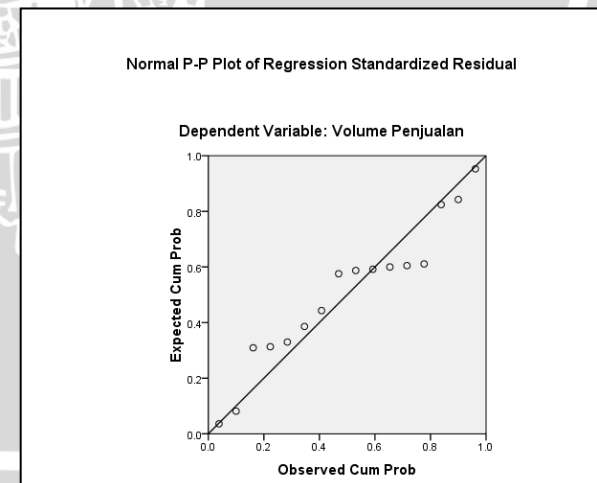
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-60.098	16.302		-3.687	.004		
	Pendapatan Penjualan	.270	.118	.619	2.289	.043	.140	7.136
	Potongan Harga	3.046	.979	.329	3.112	.010	.916	1.091
	Biaya Saluran Distribusi	6.406	1.439	.954	4.450	.001	.223	4.485
	Biaya Promosi Harga	3.442	1.055	.665	3.261	.008	.247	4.053

a. Dependent Variable: Volume Penjualan

Grafik Hasil Uji Heteroskedastisitas



Grafik hasil Uji Normalitas



### Lampiran 3. Hasil Pengujian Asumsi Normalitas Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		16
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	2.05124146
Most Extreme Differences	Absolute	.184
	Positive	.184
	Negative	-.156
Kolmogorov-Smirnov Z		.735
Asymp. Sig. (2-tailed)		.653

a. Test distribution is Normal.