

Lampiran 1. Data biaya promosi dan omzet penjualan

The screenshot shows the SPSS Data Editor window titled '*data promosi vol penjualan.sav [DataSet1] - SPSS Data Editor'. The window displays a data grid with 12 rows and 13 columns. The columns are labeled: 'adv', 'personalselling', 'publitas', 'salespromo', 'volpenjualan', and five unlabeled 'var' columns. The data is as follows:

	adv	personalselling	publitas	salespromo	volpenjualan	var	var	var	var	var	var	var
1	827500.00	953200.00	2500000.00	1162500.00	64897100.00							
2	1000000.00	1132600.00	1880000.00	765000.00	66293000.00							
3	995000.00	1198500.00	1381250.00	1300000.00	69115500.00							
4	981300.00	1030000.00	1050000.00	1050000.00	69668000.00							
5	1331200.00	1347500.00	1062500.00	1250000.00	73245000.00							
6	1363500.00	1397200.00	1000000.00	1365000.00	73635000.00							
7	1015000.00	1188500.00	1250000.00	1089000.00	70278000.00							
8	1301800.00	1365000.00	1328800.00	1345000.00	72842000.00							
9	1034500.00	1297500.00	1525000.00	1300000.00	69651000.00							
10	1379000.00	1385400.00	1080000.00	1450000.00	73264000.00							
11	1246500.00	1297000.00	1350000.00	1385000.00	72215000.00							
12	1523800.00	1475000.00	1324000.00	1725000.00	75220000.00							
13												
14												
15												
16												
17												
18												
19												
20												
21												
22												
23												
24												
25												



Lampiran 2. Hasil analisis dengan menggunakan SPSS *for windows*

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.991 ^a	.982	.971	5.27845E5	1.848

a. Predictors: (Constant), salespromo, publisitas, personalselling, adv

b. Dependent Variable: volpenjualan

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	1.042E14	4	2.606E13	93.517	.000 ^a
	Residual	1.950E12	7	2.786E11		
	Total	1.062E14	11			

a.

Predictors:

(Constant),
salespromo,
publisitas,
personalselli
ng, adv

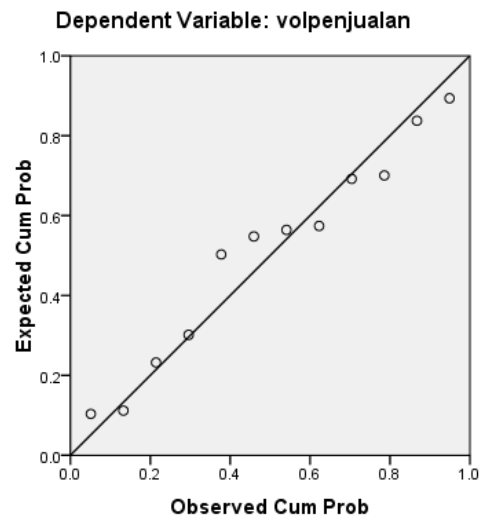
b. Dependent Variable: volpenjualan

Coefficients^a

Model	B	Std. Error	Beta	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	Sig. VIF	Collinearity Statistics
1	(Constant)	6.158E7	2.185E6			28.187	.000			
	adv	6.801	2.046	.475	.324	3.324	.013	.128	.128	7.789
	personalselling	1.057	2.805	.054	.377	.18	.130	.130	.130	7.691
	publisitas	-2.811	.495	-.385	-.5677	.001	.571	.571	.571	1.752
	salespromo	3.115	1.050	.237	.2967	.021	.410	.410	.410	2.441

a. Dependent Variable: volpenjualan

Normal P-P Plot of Regression Standardized Residual



SPSS Viewer - Output promosi vol penjualan.spv (Document2) - SPSS Viewer

Regression

a. All requested variables entered
b. Dependent Variable: volpenjualan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675	.675	.652	6.91228E5

a. Predictors: (Constant), salespromo, publisitas, adv, personalselling

ANOVA^a

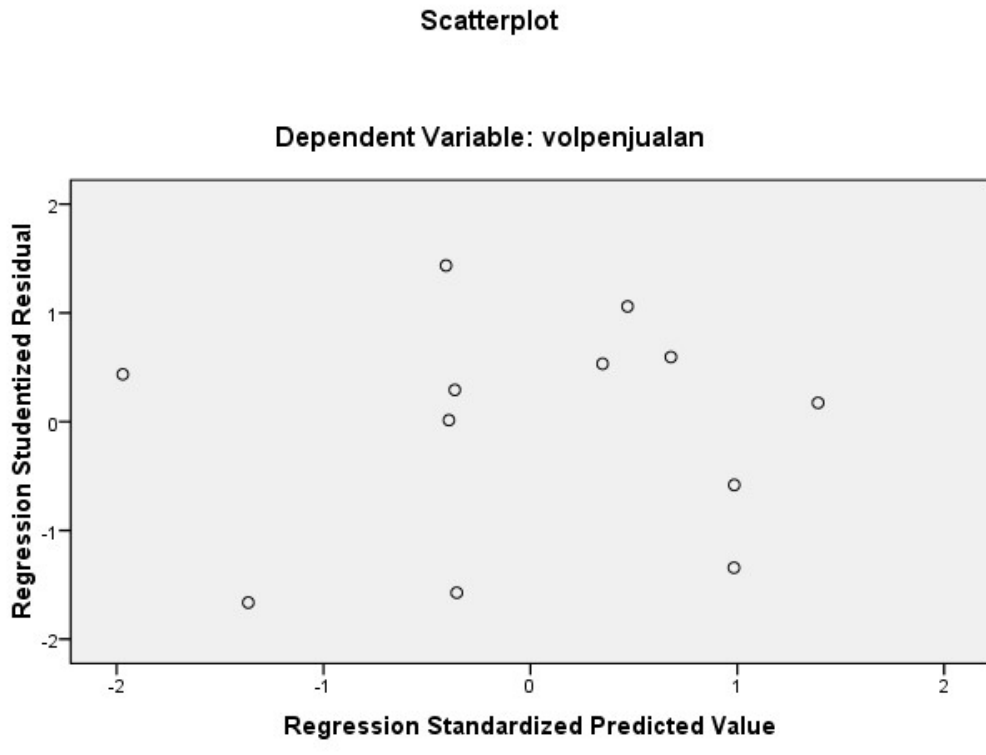
Model	Sum of Squares	df	Mean Square	F	Sig.
1	8.140E13	4	2.035E13	65.102	.000 ^b
	Regression	4			
	Residual	5	3.503E11		
	Total	9			

a. Predictors: (Constant), salespromo, publisitas, adv, personalselling
b. Dependent Variable: volpenjualan

Coefficients^a

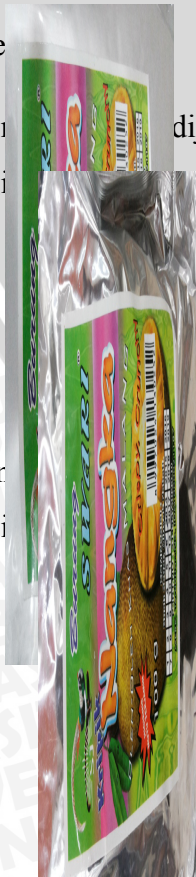
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF	Collinearity Statistics	Part
1	(Constant)			19.828	.000			.480
	adv	.475	.324	1.467	.152	.128	.128	.401
	personalselling	.054	.377	.143	.889	.130	.130	.459
	publisitas	-.385	-.5677	-.678	.503	.571	.571	.001
	salespromo	.237	.2967	.799	.432	.410	.410	.549

a. Dependent Variable: volpenjualan



Lampiran 3. Dokumen

1. Gambar desain kemasan produk yang dijual di gerai Burung Swari, terdapat nama perusahaan dan alamat perusahaan di bagian atas kemasan.



2. Gambar desain kemasan produk yang dijual melalui *retailer*, tidak terdapat nama perusahaan dan alamat perusahaan di bagian atas kemasan.

3. Kardus yang digunakan untuk pengemasan produk

