

	volumepenjualan	biayaperiklanan	biayapromosi
1	110	1,200	300
2	950	1,000	400
3	610	1,000	300
4	520	1,000	300
5	730	1,100	300
6	700	1,100	200
7	650	900	300
8	750	900	300
9	850	1,000	300
10	850	1,000	400
11	740	1,000	400
12	740	1,000	300

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
volumepenjualan	683333333.33	213598320.275	12
biayaperiklanan	1016666666.67	83484710.994	12
biayapromosi	316666666.67	57735026.919	12

Correlations

		volumepenjualan	biayaperiklanan	biayapromosi
Pearson Correlation	volumepenjualan	1.000	-.569	.349
	biayaperiklanan	-.569	1.000	-.251
	biayapromosi	.349	-.251	1.000
Sig. (1-tailed)	volumepenjualan	.	.027	.133
	biayaperiklanan	.027	.	.215
	biayapromosi	.133	.215	.
N	volumepenjualan	12	12	12
	biayaperiklanan	12	12	12
	biayapromosi	12	12	12

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	biayapromosi, biayaperiklanan ^b	.	Enter

a. Dependent Variable: volumepenjualan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.608 ^a	.369	.229	187539025.475	2.162

a. Predictors: (Constant), biayapromosi, biayaperiklanan

b. Dependent Variable: volumepenjualan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18532869198312 2400.000	2	92664345991561 200.000	17.327	.013 ^b
	Residual	31653797468354 4320.000	9	35170886075949 368.000		
	Total	50186666666666 6750.000	11			

- a. Dependent Variable: volumepenjualan
 b. Predictors: (Constant), biayapromosi, biayaperiklanan

Coefficients^a

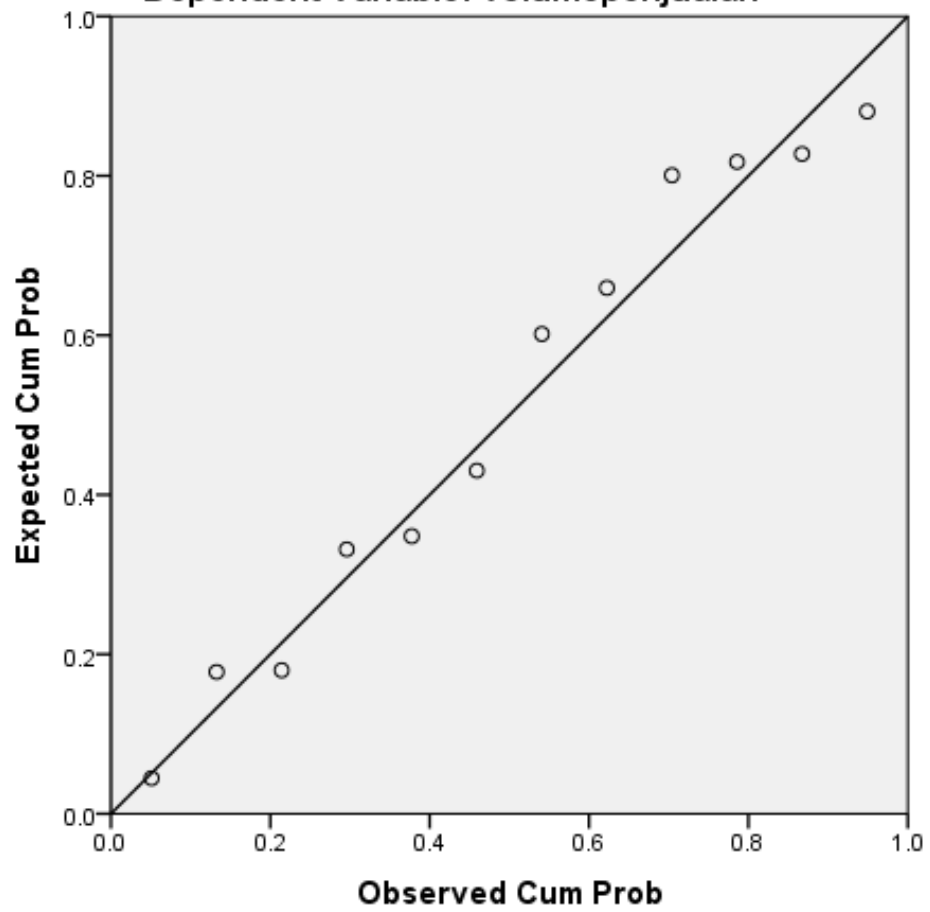
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20621991.765	12480016.330		2.069	.069
	biayaperiklanan	17.089	11.700	1.514	1.461	.121
	biayapromosi	145.146	21.012	9.220	6.908	.000

- a. Dependent Variable: volumepenjualan

Charts

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: volumepenjualan



Scatterplot

Dependent Variable: volumepenjualan

