

LAMPIRAN

Perhitungan yang dipakai dalam penelitian ini adalah dengan menggunakan analisis regresi dan analisis grafik. Seluruh perhitungan dilakukan dengan menggunakan program Statistik SPSS.

Berikut ini disajikan hasil grafik dan hasil perhitungan regresi dengan menggunakan program Statistik SPSS, antara biaya pemasaran dengan volume penjualan pada CV. Permata Sejati dari bulan Januari sampai Desember 2006.

GAJI PEGAWAI

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.623681967
R Square	0.388979196
Adjusted R Square	0.327877116
Standard Error	5897498.184
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	2.21414E+14	2.214E+14	6.366055	0.030226086
Residual	10	3.47805E+14	3.478E+13		
Total	11	5.69219E+14			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	4319839.215	9047398.851	0.4774675	0.643294	-15839021.59	24478700.02	-15839021.59	24478700.02
X Variable 1	707.2139842	280.2951939	2.5231042	0.030226	82.67737535	1331.750593	82.67737535	1331.750593

KOMISI PENJUALAN

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.105079975
R Square	0.011041801
Adjusted R Square	-0.087854019
Standard Error	885777.1347
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	87601374365	8.76E+10	0.111651	0.745174256
Residual	10	7.84601E+12	7.846E+11		
Total	11	7.93361E+12			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3784399.893	1358877.744	2.7849451	0.019286	756631.6087	6812168.178	756631.6087	6812168.178
X Variable 1	14.06705855	42.09905047	0.3341419	0.745174	-79.73547102	107.8695881	-79.73547102	107.8695881

BIAYA SEWA

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	1
R Square	1
Adjusted R Square	1
Standard Error	0
Observations	12

ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	1	0	0	#NUM!	#NUM!	
Residual	10	0	0			
Total	11	0				

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2000000	0	65535	#NUM!	2000000	2000000	2000000	2000000
X Variable 1	0	0	65535	#NUM!	0	0	0	0

BIAYA PROMOSI

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.162812012
R Square	0.026507751
Adjusted R Square	-0.070841474
Standard Error	1584349.227
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	6.83506E+11	6.835E+11	0.272295454	0.613157368
Residual	10	2.51016E+13	2.51E+12		
Total	11	2.57851E+13			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	3976495.347	2430562.746	1.636039	0.13287515	-1439135.916	9392126.609	-1439135.916	9392126.609
X Variable 1	39.29334006	75.30065461	0.5218194	0.613157368	-128.4869733	207.0736535	-128.4869733	207.0736535

BIAYA PEMBUNGKUSAN & PENGIRIMAN

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.484001099
R Square	0.234257064
Adjusted R Square	0.15768277
Standard Error	4010013.788
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	4.91928E+13	4.919E+13	3.059212859	0.110849259
Residual	10	1.60802E+14	1.608E+13		
Total	11	2.09995E+14			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	11200956.62	6151794.033	1.8207626	0.098653947	-2506094.612	24908007.86	-2506094.612	24908007.86
X Variable 1	333.3485338	190.5871875	1.7490606	0.110849259	-91.30618151	758.0032491	-91.30618151	758.0032491

BIAYA PEMELIHARAAN KENDARAAN

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.277240161
R Square	0.076862107
Adjusted R Square	-0.015451683
Standard Error	2117464.527
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	3.73317E+12	3.733E+12	0.832617827	0.382987849
Residual	10	4.48366E+13	4.484E+12		
Total	11	4.85697E+13			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	6464328.391	3248419.165	1.9899921	0.074621586	-773600.526	13702257.31	-773600.526	13702257.31
X Variable 1	-91.83047514	100.6384591	-0.912479	0.382987849	-316.066935	132.4059847	-316.066935	132.4059847

BIAYA ADMINISTRASI

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.486610267
R Square	0.236789552
Adjusted R Square	0.160468507
Standard Error	229669.9599
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1.63654E+11	1.637E+11	3.102545989	0.108656128
Residual	10	5.27483E+11	5.275E+10		
Total	11	6.91137E+11			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	257415.7963	352338.5115	0.7305923	0.481794331	-527643.3268	1042474.919	-527643.3268	1042474.919
X Variable 1	19.22698307	10.91571102	1.7614046	0.108656128	-5.094736661	43.54870279	-5.094736661	43.54870279

BIAYA LISTRIK, AIR, & TELEPON

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.098963995
R Square	0.009793872
Adjusted R Square	-0.08922674
Standard Error	1208981.678
Observations	12

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1.44567E+11	1.446E+11	0.09890741	0.759608212
Residual	10	1.46164E+13	1.462E+12		
Total	11	1.47609E+13			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	12284469.44	1854708.404	6.6233967	5.90249E-05	8151921.6	16417017.27	8151921.6	16417017.27
X Variable 1	-18.07099097	57.46025574	-0.314495	0.759608212	-146.1004187	109.9584367	-146.1004187	109.9584367

Hubungan antara Biaya Pemasaran dengan Volume Penjualan

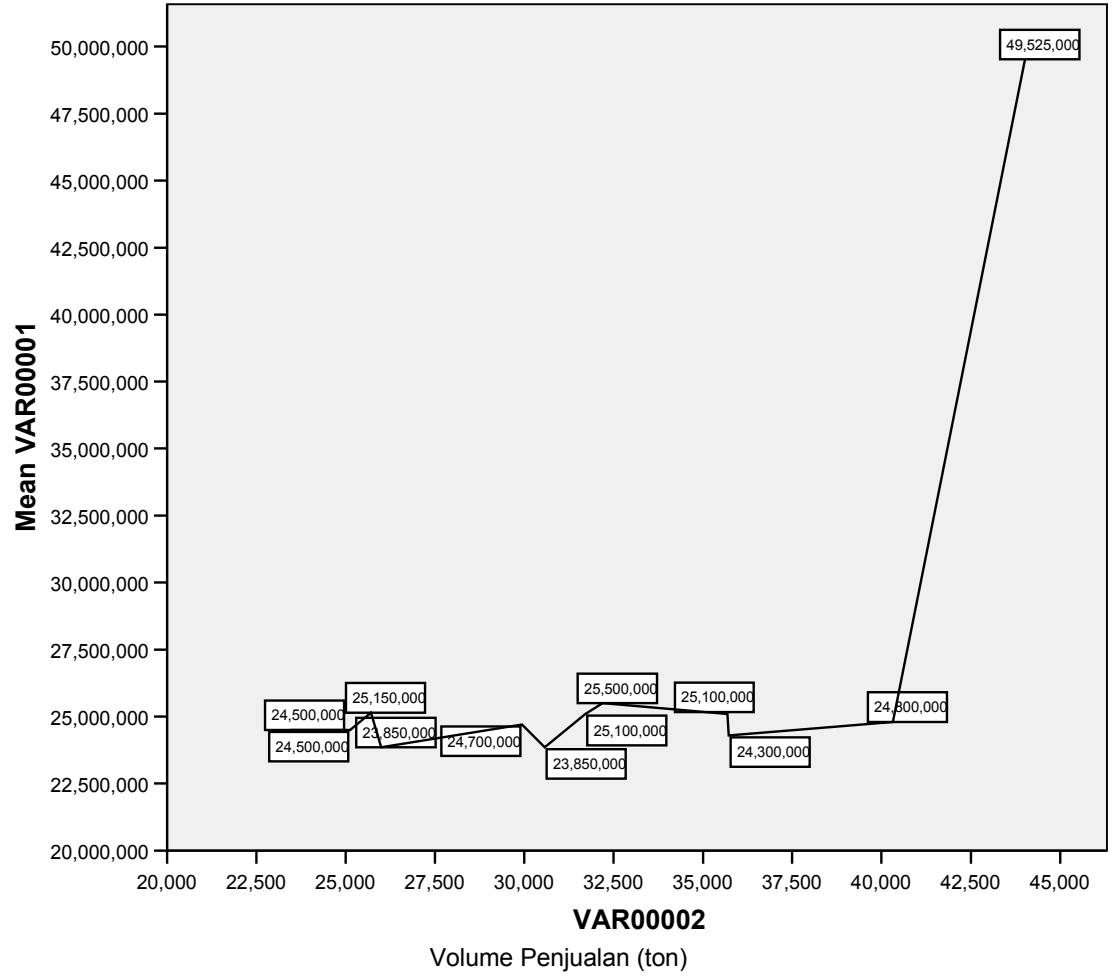
SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.586068659
R Square	0.343476473
Adjusted R Square	0.27782412
Standard Error	9228631.498
Observations	12

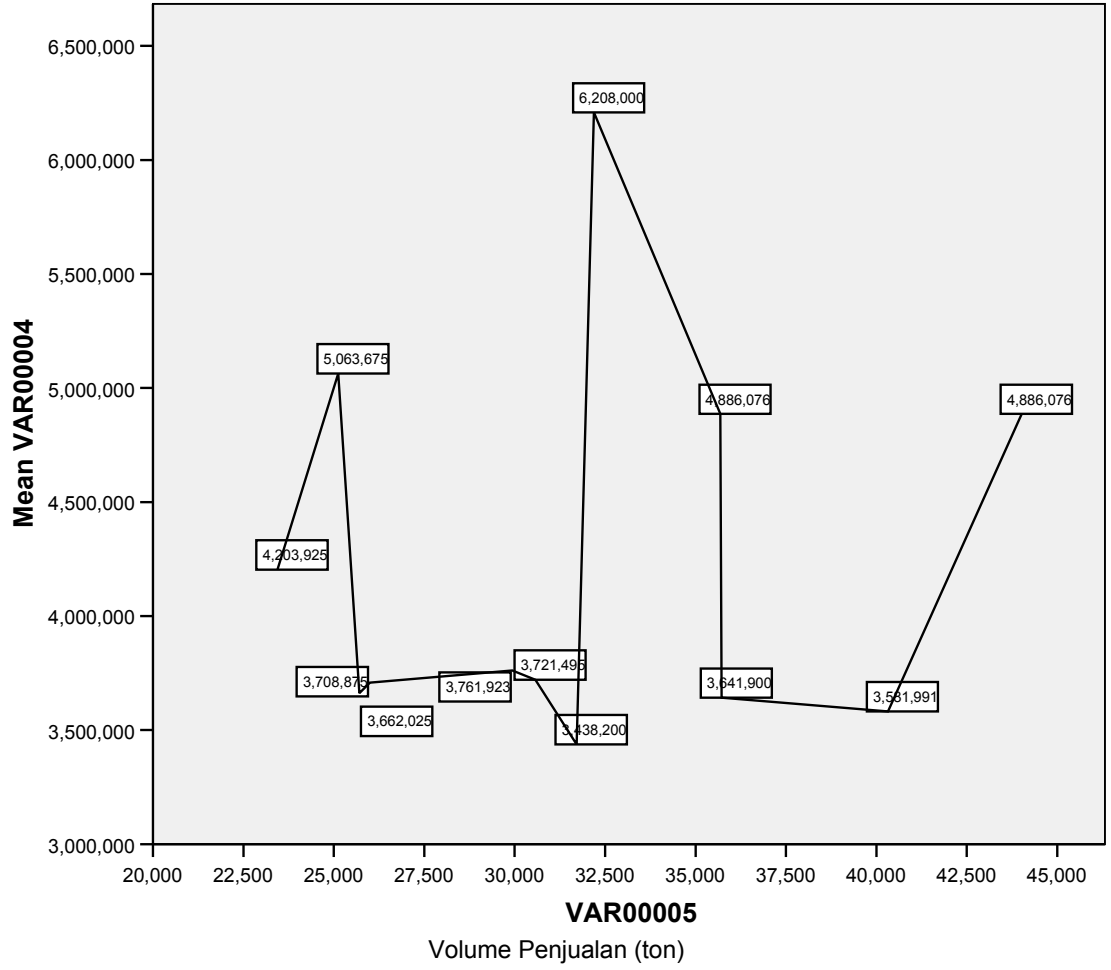
ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	4.45576E+14	4.45576E+14	5.231746595	0.04522079
Residual	10	8.51676E+14	8.51676E+13		
Total	11	1.29725E+15			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	44287904.7	14157716.95	3.128181249	0.010723627	12742545.64	75833263.76	12742545.64	75833263.76
X Variable 1	1003.248433	438.6166768	2.28730116	0.04522079	25.94957898	1980.547288	25.94957898	1980.547288

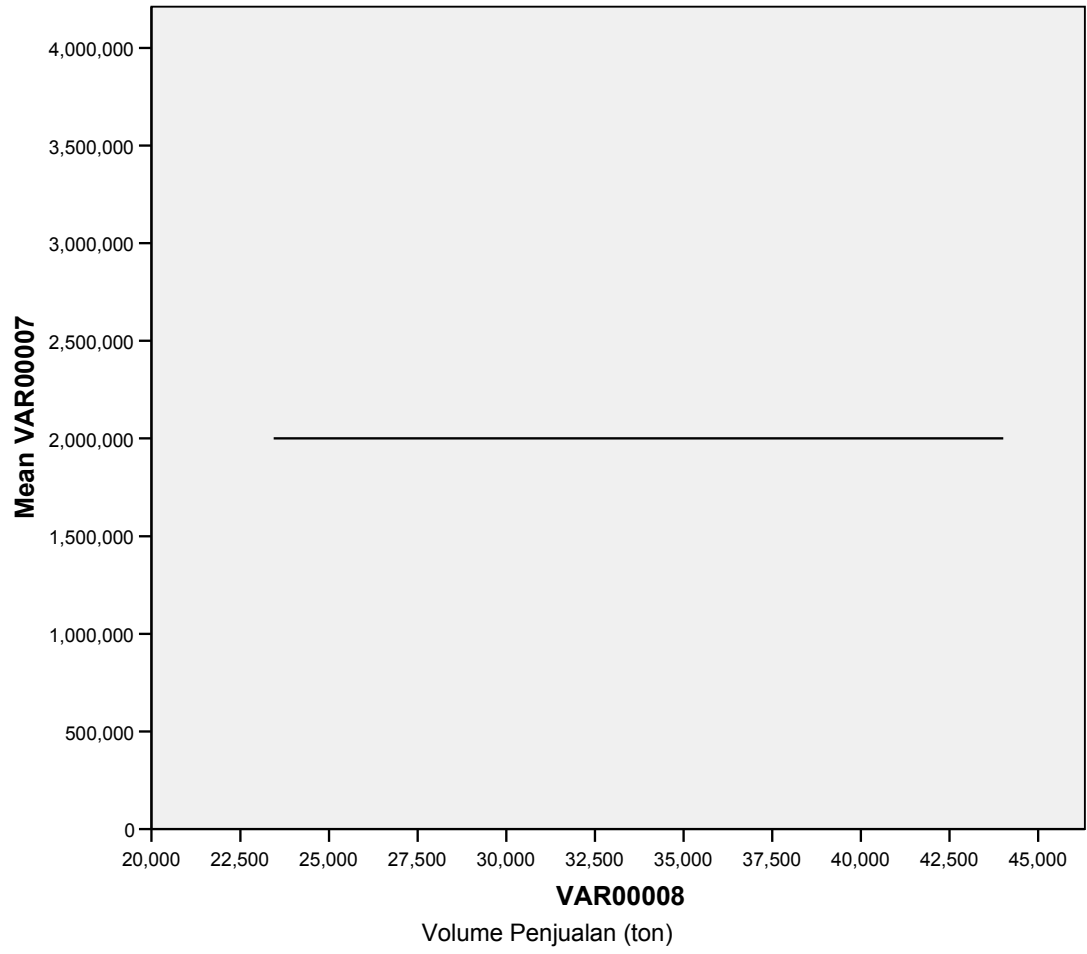
Grafik Blaya Gaji terhadap Volume Penjualan



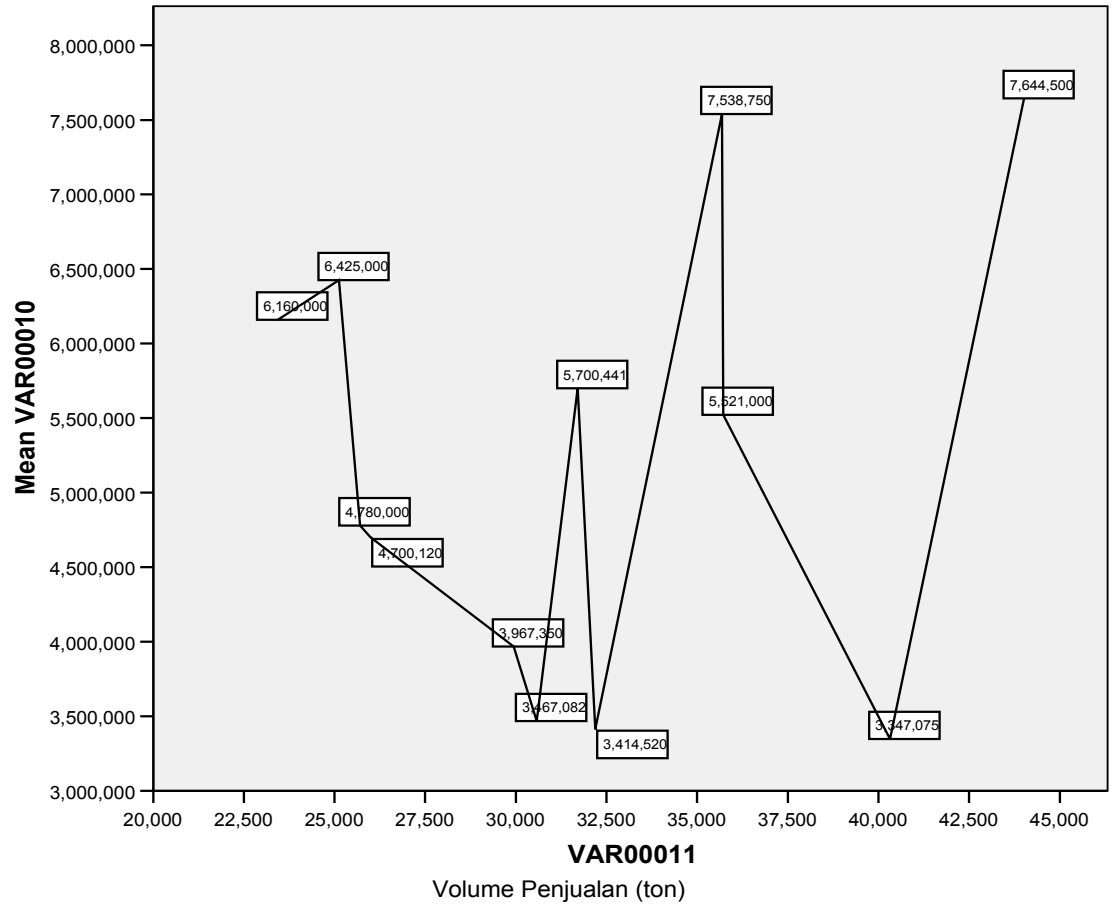
Grafik Komisi Penjualan terhadap Volume Penjualan



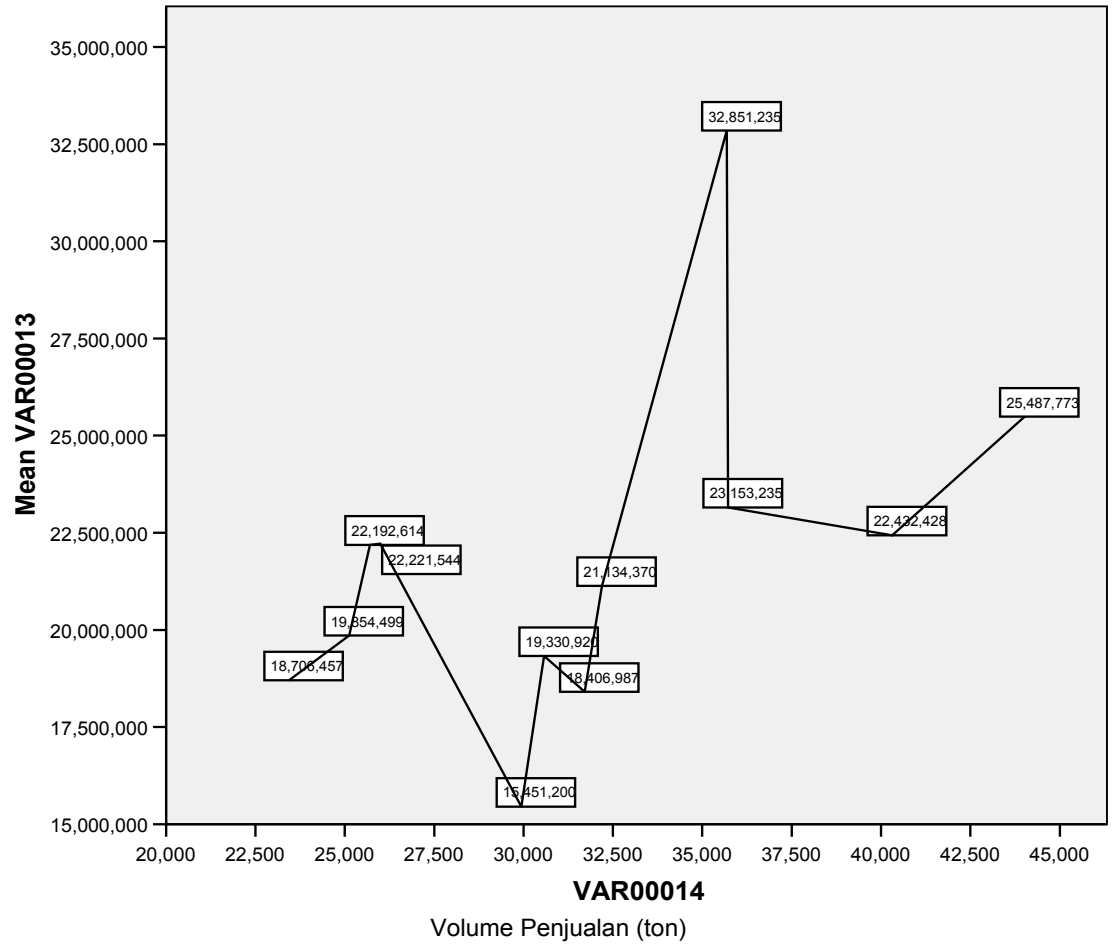
Grafik Biaya Sewa terhadap Volume Penjualan



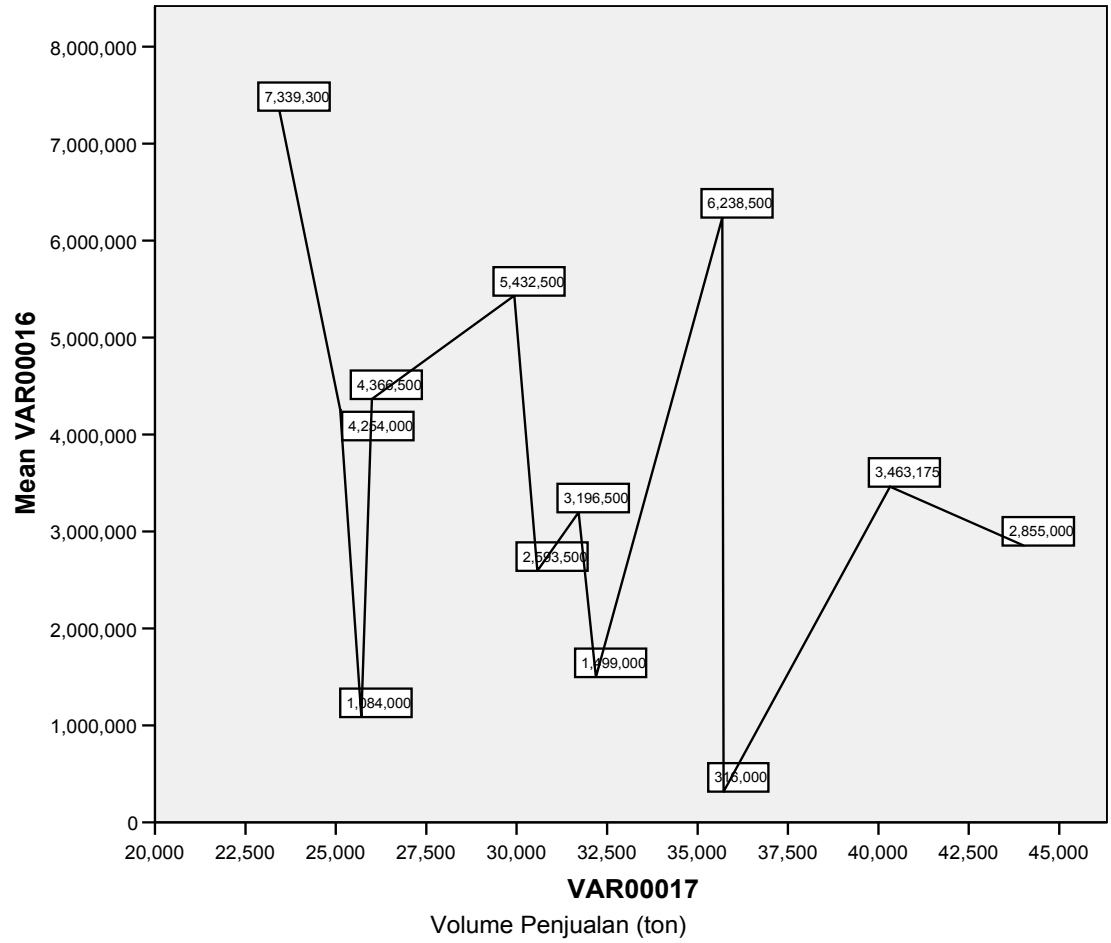
Grafik Biaya Promosi terhadap Volume Penjualan



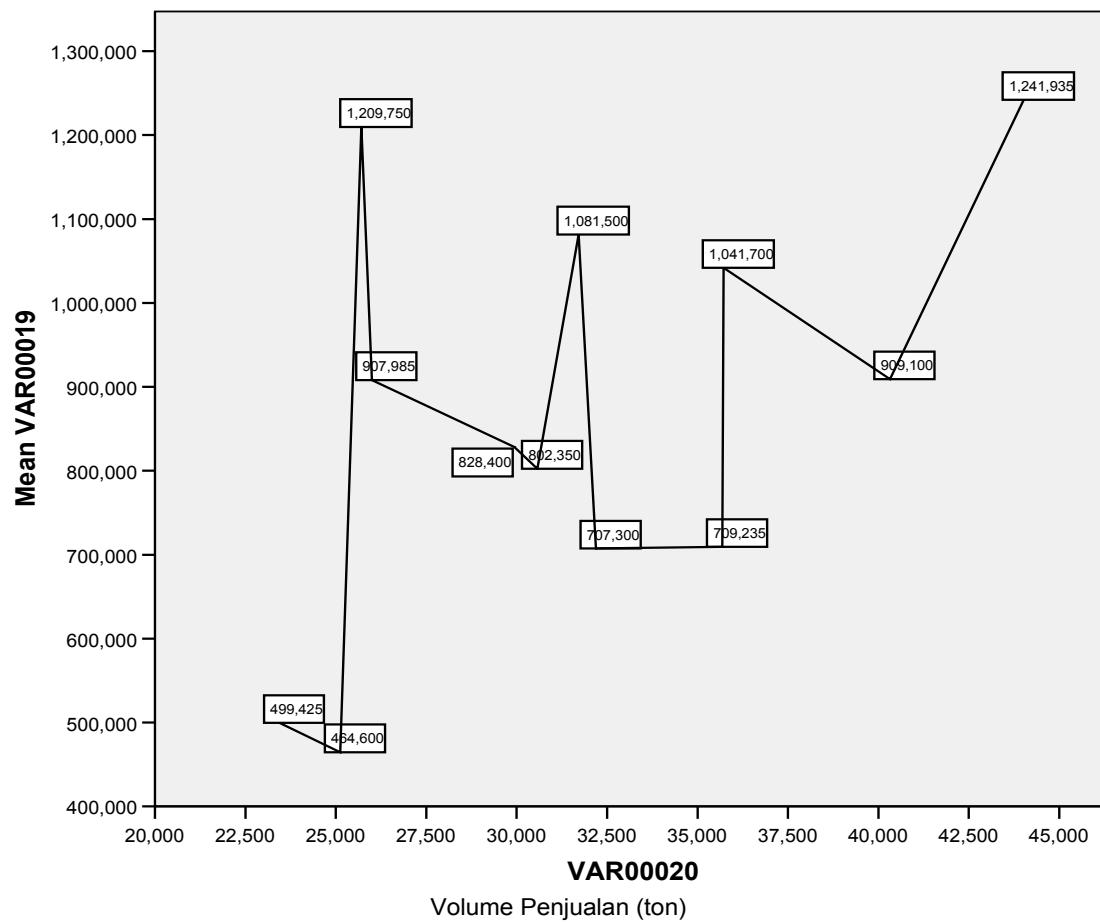
Grafik Biaya Pembungkusan & Pengiriman terhadap Volume Penjualan



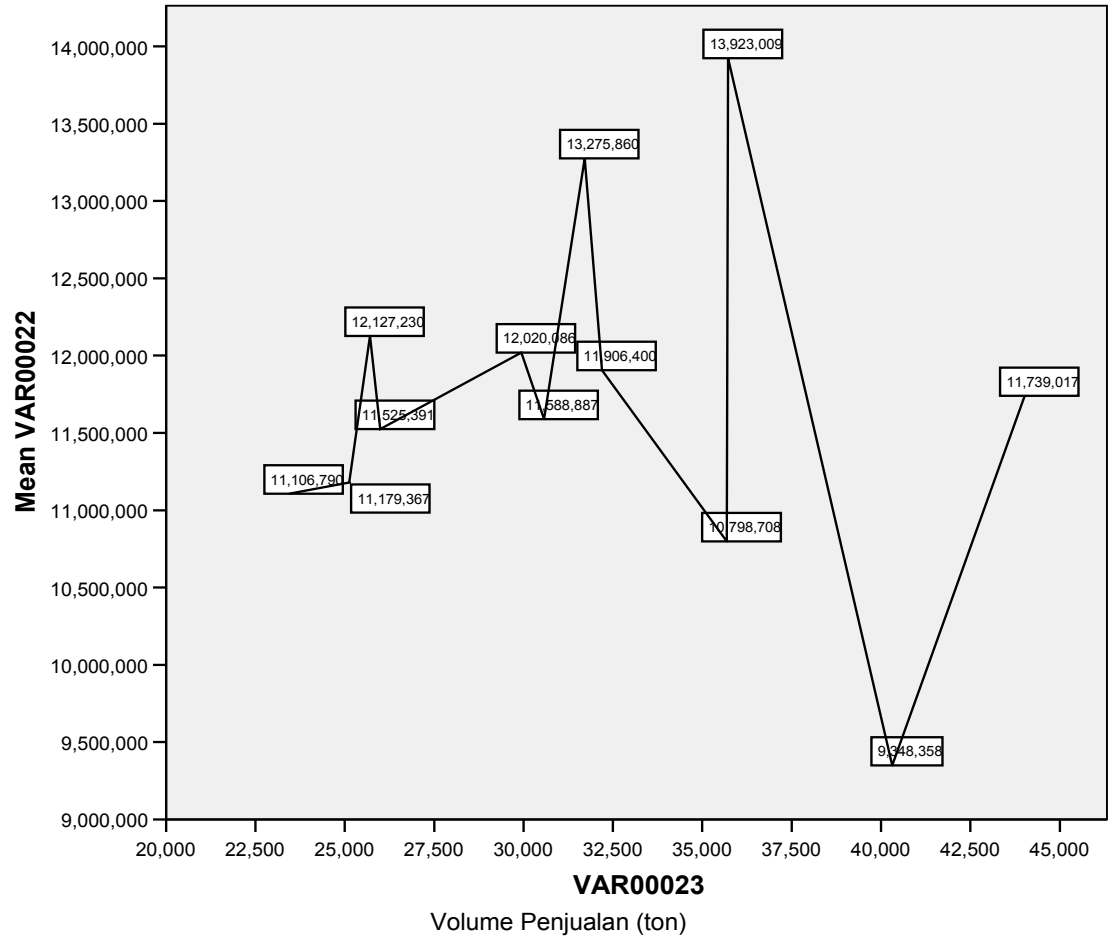
Grafik Biaya Pemeliharaan Kendaraan terhadap Volume Penjualan



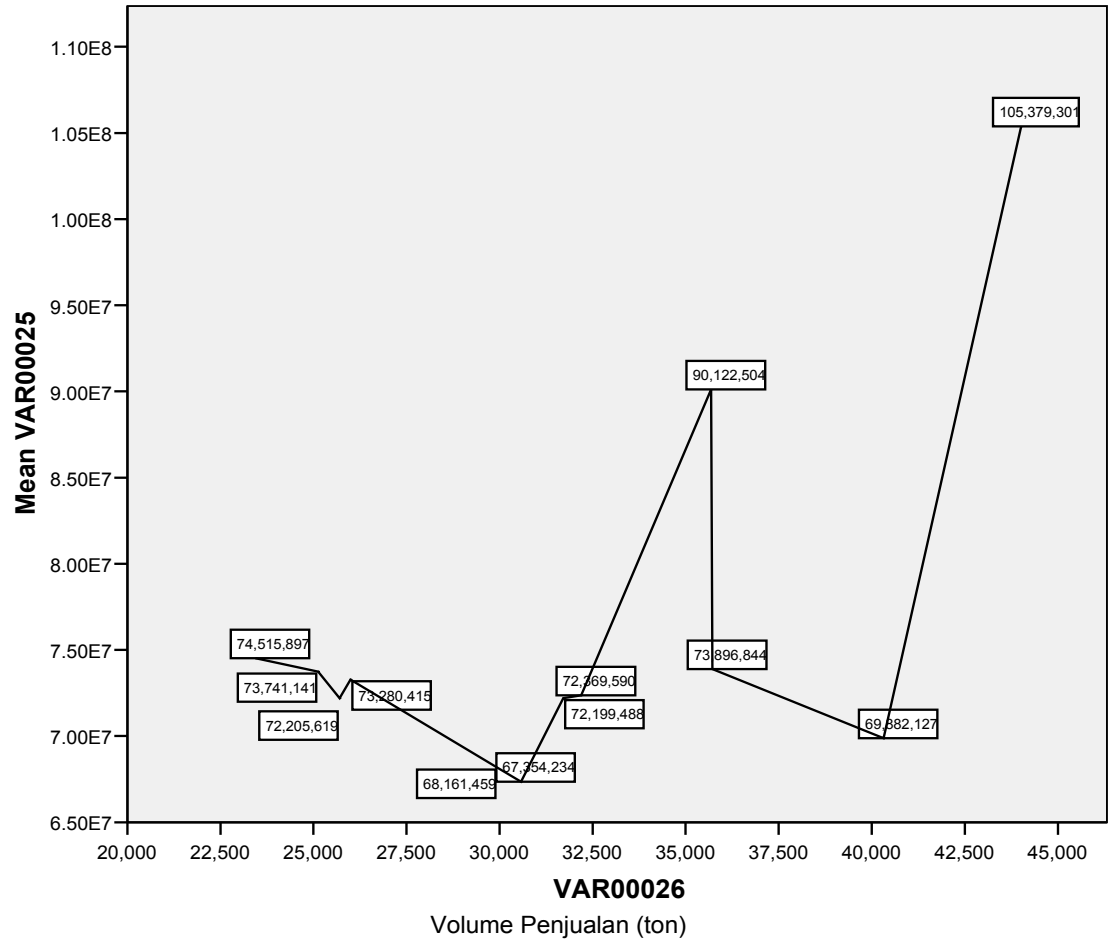
Grafik Biaya Administrasi terhadap Volume Penjualan



Grafik Biaya Listrik, Air, & Telepon terhadap Volume Penjualan



Grafik Hubungan Biaya Pemasaran terhadap Volume Penjualan



Grafik Biaya Alat Tulis Kantor terhadap Volume Penjualan

