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VOLUME PENJUALAN DAN VARIABEL MARKETING MIX PADA PRODUK  
SPREI PERUSAHAAN BATIK "MERAK MANIS"  
TAHUN 2001 - 2003

TAHUN	KUARTAL	Volume Penjualan (Y)	Produksi (X1)	Harga (X2)	Distribusi (X3)	Promosi (X4)
2001	I	1611605000	1485760746	62500	9032725	9563200
	II	1922406000	1081299005	62500	11183950	9508800
	III	2233207000	14768837263	62500	9315175	9454400
	IV	2544008000	1472375520	62500	9446400	9400000
2002	I	4555575000	4382253050	65000	12481550	8281250
	II	3816000000	2724112900	65000	12898700	9687500
	III	3076425000	1865972750	65000	13315850	11093750
	IV	2336850000	2007832600	65000	13733000	12500000
2003	I	3390875000	2521412500	65000	19051875	16531250
	II	3103000000	3085700000	70000	16935000	12250000
	III	2815125000	2349987500	70000	14818125	12968750
	IV	2527250000	2014275000	70000	12701250	13687500

## Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Volume Penjualan	12	1,611,605,000	4,555,575,000	2,911,027,166.67	1,009,988,641.27
Produk (X1)	12	1,081,299,005	4,382,253,050	2,205,651,569.67	901,707,158.72
Harga (X2)	12	62,500	70,000	65,416.67	2,983.54
Distribusi (X3)	12	5,052,725	22,701,250	13,411,133.33	4,681,493.61
Promosi (X4)	12	8,281,250	16,531,250	10,910,533.33	2,412,453.96
Valid N (listwise)	12				

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Promosi (X4), Produk (X1), Harga (X2), Distribusi (X3)		Enter

- a. All requested variables entered.  
b. Dependent Variable: Volume Penjualan

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 <sup>a</sup>	.778	.651	596816657

- a. Predictors: (Constant), Promosi (X4), Produk (X1),  
Harga (X2), Distribusi (X3)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.73E+18	4	2.182E+18	6.126	.019 <sup>a</sup>
	Residual	2.49E+18	7	3.562E+17		
	Total	1.12E+19	11			

- a. Predictors: (Constant), Promosi (X4), Produk (X1), Harga (X2), Distribusi (X3)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	15331583489.603	6.9E+09		2.213	.063	
	Produk (X1)	.632	.228	.565	2.777	.027	.724
	Harga (X2)	-239943.173	99574.139	-.709	-2.410	.047	-.673
	Distribusi (X3)	267.180	98.161	1.238	2.722	.030	.717
	Promosi (X4)	156.031	61.573	.673	2.534	.039	.692

- a. Dependent Variable: Volume Penjualan