

## Uji Normalitas Data

### One-Sample Kolmogorov-Smirnov Test

		Volume	Personal selling	Periklanan
<b>N</b>		10	10	10
<b>Normal Parameters(a,b)</b>	<b>Mean</b>	287200,00	10372,00	3786,00
	<b>Std. Deviation</b>	122278,189	2225,473	269,493
<b>Most Extreme Differences</b>	<b>Absolute</b>	,188	,109	,138
	<b>Positive</b>	,188	,109	,138
	<b>Negative</b>	-,115	-,107	-,094
<b>Kolmogorov-Smirnov Z</b>		,593	,345	,438
<b>Asymp. Sig. (2-tailed)</b>		,873	1,000	,991

a Test distribution is Normal.

b Calculated from data.

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### Uji Heteroskedastisitas Glejser.

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	152920,083	91203,766		1,677	,138
	Personal selling	7,888	4,000	1,225	1,972	,089
	Periklanan	-56,317	33,031	-1,059	-1,705	,132

a. Dependent Variable: abresid

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### Uji Heteroskedastisitas Spersman rho.

#### Correlations

			Unstandardized Residual	Personal selling	Periklanan
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1,000	,042	,115
		Sig. (2-tailed)	.	,907	,751
		N	10	10	10
Personal selling	Personal selling	Correlation Coefficient	,042	1,000	,915(**)
		Sig. (2-tailed)	,907	.	,000
		N	10	10	10
Periklanan	Periklanan	Correlation Coefficient	,115	,915(**)	1,000
		Sig. (2-tailed)	,751	,000	.
		N	10	10	10

\*\* Correlation is significant at the 0.01 level (2-tailed).

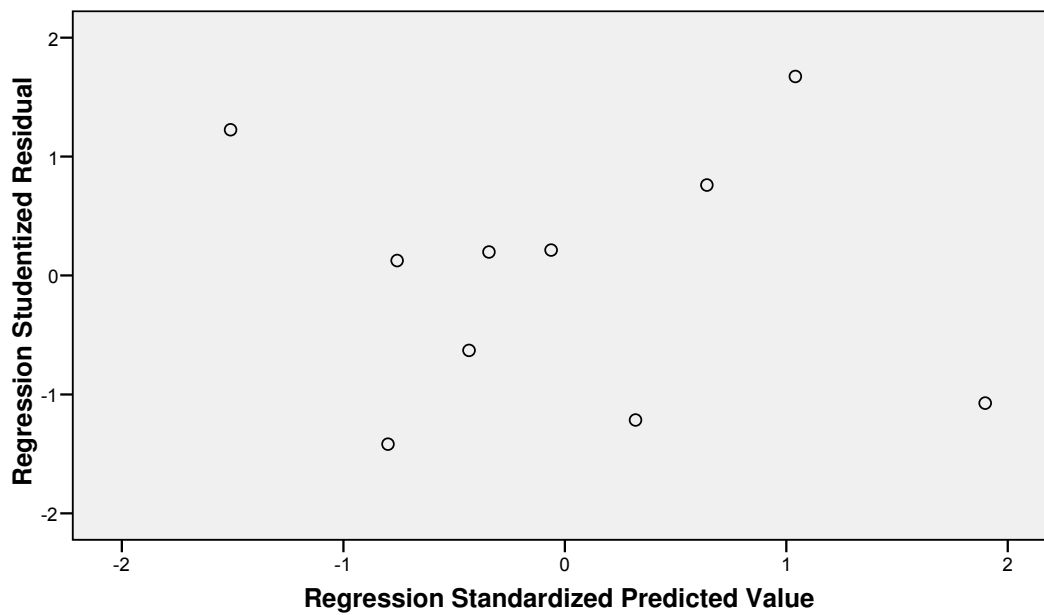
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### Uji Heteroskedastisitas Pola Titik grafik regresi



Scatterplot

Dependent Variable: Volume



### Uji Multikolinieritas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	152920,083	91203,766		1,677	,138		
	Personal selling	7,888	4,000	1,225	1,972	,089	,238	4,205
	Periklanan	-56,317	33,031	-1,059	-1,705	,132	,238	4,205



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## Uji Auto Korelasi

### Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,598(a)	,357	,174	13022,47775	1,574

a Predictors: (Constant), Periklanan, Personal selling

b Dependent Variable: abresid



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## Regresi Linear Berganda.

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Periklanan, Personal selling(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Volume

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,976(a)	,952	,938	30421,185

a Predictors: (Constant), Periklanan, Personal selling

b Dependent Variable: Volume

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ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128089460 572,709	2	64044730286, 355	69,204	,000(a)
	Residual	647813942 7,291	7	925448489,61 3		
	Total	134567600 000,000	9			

- a Predictors: (Constant), Periklanan, Personal selling  
 b Dependent Variable: Volume

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (Constant)	-926395,436	213056,738		-4,348	,003
Personal selling	24,774	9,344	,451	2,651	,033
Periklanan	252,678	77,163	,557	3,275	,014

a Dependent Variable: Volume

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	107118,90	513694,44	287200,00	119298,627	10
Residual	-36943,379	43566,922	,000	26828,963	10
Std. Predicted Value	-1,509	1,899	,000	1,000	10
Std. Residual	-1,214	1,432	,000	,882	10

a Dependent Variable: Volume

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## Regresi Linier Sederhana

### Personal Selling

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,937(a)	,878	,863	45279,358

a Predictors: (Constant), Personal Selling

b Dependent Variable: Volume Penjualan

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-	71785,249		-3,438	,009
	Personal selling	246829,128	6,782	,937	7,592	,000

a Dependent Variable: Volume

## Periklanan

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,951(a)	,904	,891	40285,961

a Predictors: (Constant), Periklanan

b Dependent Variable: Volume Penjualan

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-	189083,223		-7,117	,000
	Periklanan	1345661,649	49,829	,951	8,655	,000

a Dependent Variable: Volume