

----- REGRESSION ANALYSIS -----

ADER DATA FOR: D:GUNAWAN LABEL:
 MBER OF CASES: 10 NUMBER OF VARIABLES: 4

| INDEX | NAME | MEAN | STD.DEV. |
|----------|----------|----------|----------|
| 1 | Pro.Pjln | 268.4560 | 64.2931 |
| 2 | Iklan | 208.0710 | 52.8564 |
| 3 | Pers.Sel | 137.1950 | 33.4569 |
| P. VAR.: | Vol.Jual | 12.1325 | 2.8525 |

DEPENDENT VARIABLE: Vol.Jual

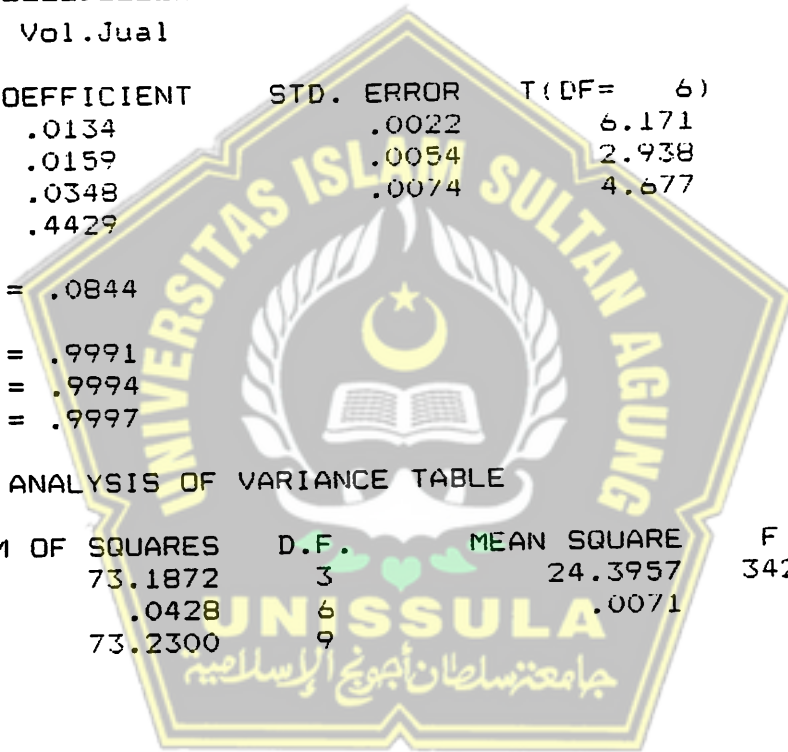
| R. | REGRESSION COEFFICIENT | STD. ERROR | T (DF= 6) | PROB. | PARTIAL R |
|--------|------------------------|------------|-----------|--------|-----------|
| o.Pjln | .0134 | .0022 | 6.171 | .00083 | .863 |
| lan | .0159 | .0054 | 2.938 | .02601 | .590 |
| rs.Sel | .0348 | .0074 | 4.677 | .00341 | .784 |
| NSTANT | .4429 | | | | |

STD. ERROR OF EST. = .0844

ADJUSTED R SQUARED = .9991
 R SQUARED = .9994
 MULTIPLE R = .9997

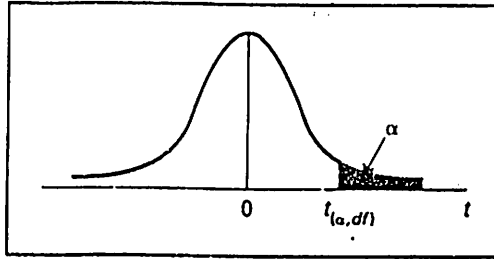
ANALYSIS OF VARIANCE TABLE

| SOURCE | SUM OF SQUARES | D.F. | MEAN SQUARE | F RATIO | PROB. |
|------------|----------------|------|-------------|----------|-----------|
| REGRESSION | 73.1872 | 3 | 24.3957 | 3423.592 | 4.353E-10 |
| RESIDUAL | .0428 | 6 | .0071 | | |
| TOTAL | 73.2300 | 9 | | | |



t Distribution

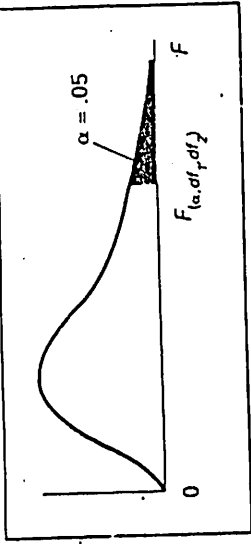
For a particular number of degrees of freedom, entry represents the critical value of t corresponding to a specified upper tail area α



| Degrees of Freedom | Upper Tail Areas | | | | | |
|--------------------|------------------|--------|--------|---------|---------|---------|
| | .25 | .10 | .05 | .025 | .01 | .005 |
| 1 | 1.0000 | 3.0777 | 6.3138 | 12.7062 | 31.8207 | 63.6574 |
| 2 | 0.8165 | 1.8856 | 2.9200 | 4.3027 | 6.9646 | 9.9248 |
| 3 | 0.7649 | 1.6377 | 2.3534 | 3.1824 | 4.5407 | 5.8409 |
| 4 | 0.7407 | 1.5332 | 2.1318 | 2.7764 | 3.7469 | 4.6041 |
| 5 | 0.7267 | 1.4759 | 2.0150 | 2.5706 | 3.3649 | 4.0322 |
| 6 | 0.7176 | 1.4398 | 1.9432 | 2.4469 | 3.1427 | 3.7074 |
| 7 | 0.7111 | 1.4149 | 1.8946 | 2.3646 | 2.9980 | 3.4995 |
| 8 | 0.7064 | 1.3968 | 1.8595 | 2.3060 | 2.8965 | 3.3554 |
| 9 | 0.7027 | 1.3830 | 1.8331 | 2.2622 | 2.8214 | 3.2498 |
| 10 | 0.6998 | 1.3722 | 1.8125 | 2.2281 | 2.7638 | 3.1693 |
| 11 | 0.6974 | 1.3634 | 1.7959 | 2.2010 | 2.7181 | 3.1058 |
| 12 | 0.6955 | 1.3562 | 1.7823 | 2.1788 | 2.6810 | 3.0545 |
| 13 | 0.6938 | 1.3502 | 1.7709 | 2.1604 | 2.6503 | 3.0123 |
| 14 | 0.6924 | 1.3450 | 1.7613 | 2.1448 | 2.6245 | 2.9768 |
| 15 | 0.6912 | 1.3406 | 1.7531 | 2.1315 | 2.6025 | 2.9467 |
| 16 | 0.6901 | 1.3368 | 1.7459 | 2.1199 | 2.5835 | 2.9208 |
| 17 | 0.6892 | 1.3334 | 1.7396 | 2.1098 | 2.5669 | 2.8982 |
| 18 | 0.6884 | 1.3304 | 1.7341 | 2.1009 | 2.5524 | 2.8784 |
| 19 | 0.6876 | 1.3277 | 1.7291 | 2.0930 | 2.5395 | 2.8609 |
| 20 | 0.6870 | 1.3253 | 1.7247 | 2.0860 | 2.5280 | 2.8453 |
| 21 | 0.6864 | 1.3232 | 1.7207 | 2.0796 | 2.5177 | 2.8314 |
| 22 | 0.6858 | 1.3212 | 1.7171 | 2.0739 | 2.5083 | 2.8188 |
| 23 | 0.6853 | 1.3195 | 1.7139 | 2.0687 | 2.4999 | 2.8073 |
| 24 | 0.6848 | 1.3178 | 1.7109 | 2.0639 | 2.4922 | 2.7969 |
| 25 | 0.6844 | 1.3163 | 1.7081 | 2.0595 | 2.4851 | 2.7874 |
| 26 | 0.6840 | 1.3150 | 1.7056 | 2.0555 | 2.4786 | 2.7787 |
| 27 | 0.6837 | 1.3137 | 1.7033 | 2.0518 | 2.4727 | 2.7707 |
| 28 | 0.6834 | 1.3125 | 1.7011 | 2.0484 | 2.4671 | 2.7633 |
| 29 | 0.6830 | 1.3114 | 1.6991 | 2.0452 | 2.4620 | 2.7564 |
| 30 | 0.6828 | 1.3104 | 1.6973 | 2.0423 | 2.4573 | 2.7500 |
| 31 | 0.6825 | 1.3095 | 1.6955 | 2.0395 | 2.4528 | 2.7440 |
| 32 | 0.6822 | 1.3086 | 1.6939 | 2.0369 | 2.4487 | 2.7385 |
| 33 | 0.6820 | 1.3077 | 1.6924 | 2.0345 | 2.4448 | 2.7333 |
| 34 | 0.6818 | 1.3070 | 1.6909 | 2.0322 | 2.4411 | 2.7284 |
| 35 | 0.6816 | 1.3062 | 1.6896 | 2.0301 | 2.4377 | 2.7238 |
| 36 | 0.6814 | 1.3055 | 1.6883 | 2.0281 | 2.4345 | 2.7195 |
| 37 | 0.6812 | 1.3049 | 1.6871 | 2.0262 | 2.4314 | 2.7154 |

F Distribution

For a particular combination of numerator and denominator degrees of freedom, entry represents the critical values of F corresponding to a specified upper tail area α .



| Denominator df ₂ | Numerator df ₁ | | | | | | | | | | | | ∞ | | | | | | | | | |
|--------------------------------|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 12 | 15 | | 20 | 24 | 30 | 40 | 60 | 120 | 252.2 | 253.3 | 254.3 |
| 1 | 161.4 | 199.5 | 215.7 | 224.6 | 230.2 | 234.0 | 236.8 | 238.9 | 240.5 | 241.9 | 243.9 | 245.9 | 248.0 | 249.1 | 250.1 | 251.1 | 251.1 | 252.2 | 253.3 | 254.3 | | |
| 2 | 18.51 | 19.00 | 19.16 | 19.25 | 19.30 | 19.33 | 19.35 | 19.37 | 19.38 | 19.40 | 19.41 | 19.43 | 19.45 | 19.45 | 19.46 | 19.47 | 19.48 | 19.48 | 19.49 | 19.50 | | |
| 3 | 10.13 | 9.55 | 9.28 | 9.12 | 9.01 | 8.94 | 8.89 | 8.85 | 8.81 | 8.79 | 8.74 | 8.70 | 8.66 | 8.64 | 8.62 | 8.59 | 8.57 | 8.57 | 8.55 | 8.53 | | |
| 4 | 7.71 | 6.94 | 6.59 | 6.39 | 6.26 | 6.16 | 6.09 | 6.04 | 6.00 | 5.96 | 5.91 | 5.86 | 5.80 | 5.77 | 5.75 | 5.72 | 5.69 | 5.66 | 5.63 | | | |
| 5 | 6.61 | 5.79 | 5.41 | 5.19 | 5.05 | 4.95 | 4.88 | 4.82 | 4.77 | 4.74 | 4.68 | 4.62 | 4.56 | 4.53 | 4.50 | 4.46 | 4.43 | 4.40 | 4.36 | | | |
| 6 | 5.99 | 5.14 | 4.76 | 4.53 | 4.39 | 4.28 | 4.21 | 4.15 | 4.10 | 4.06 | 4.00 | 3.94 | 3.87 | 3.84 | 3.81 | 3.77 | 3.74 | 3.70 | 3.67 | | | |
| 7 | 5.59 | 4.74 | 4.35 | 4.12 | 3.97 | 3.87 | 3.79 | 3.73 | 3.68 | 3.64 | 3.57 | 3.51 | 3.44 | 3.41 | 3.38 | 3.34 | 3.30 | 3.27 | 3.23 | | | |
| 8 | 5.32 | 4.46 | 4.07 | 3.84 | 3.69 | 3.58 | 3.50 | 3.44 | 3.39 | 3.35 | 3.28 | 3.22 | 3.15 | 3.12 | 3.08 | 3.04 | 3.01 | 2.97 | 2.93 | | | |
| 9 | 5.12 | 4.26 | 3.86 | 3.63 | 3.48 | 3.37 | 3.29 | 3.23 | 3.18 | 3.14 | 3.07 | 3.01 | 2.94 | 2.90 | 2.86 | 2.83 | 2.79 | 2.75 | 2.71 | | | |
| 10 | 4.96 | 4.10 | 3.71 | 3.48 | 3.33 | 3.22 | 3.14 | 3.07 | 3.02 | 2.98 | 2.91 | 2.85 | 2.77 | 2.74 | 2.70 | 2.66 | 2.62 | 2.58 | 2.54 | | | |
| 11 | 4.84 | 3.98 | 3.59 | 3.36 | 3.20 | 3.09 | 3.01 | 2.95 | 2.90 | 2.85 | 2.79 | 2.72 | 2.65 | 2.62 | 2.58 | 2.53 | 2.49 | 2.45 | 2.40 | | | |
| 12 | 4.75 | 3.89 | 3.49 | 3.26 | 3.11 | 3.00 | 2.91 | 2.85 | 2.80 | 2.75 | 2.69 | 2.62 | 2.55 | 2.52 | 2.48 | 2.43 | 2.39 | 2.34 | 2.30 | | | |
| 13 | 4.67 | 3.81 | 3.41 | 3.18 | 3.03 | 2.92 | 2.83 | 2.77 | 2.71 | 2.66 | 2.60 | 2.53 | 2.46 | 2.42 | 2.38 | 2.33 | 2.29 | 2.24 | 2.18 | | | |
| 14 | 4.60 | 3.74 | 3.34 | 3.11 | 2.96 | 2.85 | 2.76 | 2.70 | 2.65 | 2.60 | 2.54 | 2.47 | 2.40 | 2.36 | 2.32 | 2.27 | 2.22 | 2.16 | 2.11 | | | |
| 15 | 4.54 | 3.68 | 3.29 | 3.06 | 2.90 | 2.79 | 2.71 | 2.64 | 2.59 | 2.54 | 2.48 | 2.42 | 2.35 | 2.31 | 2.27 | 2.22 | 2.16 | 2.11 | 2.06 | | | |
| 16 | 4.49 | 3.63 | 3.24 | 3.01 | 2.85 | 2.74 | 2.66 | 2.59 | 2.54 | 2.49 | 2.42 | 2.35 | 2.28 | 2.24 | 2.19 | 2.15 | 2.10 | 2.06 | 2.01 | | | |
| 17 | 4.45 | 3.59 | 3.20 | 2.96 | 2.81 | 2.70 | 2.61 | 2.55 | 2.49 | 2.45 | 2.38 | 2.31 | 2.23 | 2.19 | 2.15 | 2.11 | 2.06 | 2.02 | 1.97 | | | |
| 18 | 4.41 | 3.55 | 3.16 | 2.93 | 2.77 | 2.66 | 2.58 | 2.51 | 2.46 | 2.41 | 2.34 | 2.27 | 2.19 | 2.15 | 2.11 | 2.07 | 2.03 | 1.98 | 1.93 | | | |
| 19 | 4.38 | 3.52 | 3.13 | 2.90 | 2.74 | 2.63 | 2.54 | 2.48 | 2.42 | 2.38 | 2.31 | 2.23 | 2.16 | 2.11 | 2.08 | 2.04 | 1.99 | 1.95 | 1.90 | | | |
| 20 | 4.35 | 3.49 | 3.10 | 2.87 | 2.71 | 2.60 | 2.51 | 2.45 | 2.39 | 2.35 | 2.28 | 2.20 | 2.12 | 2.08 | 2.05 | 2.01 | 1.96 | 1.92 | 1.87 | | | |
| 21 | 4.32 | 3.47 | 3.07 | 2.84 | 2.68 | 2.57 | 2.48 | 2.42 | 2.37 | 2.32 | 2.25 | 2.18 | 2.10 | 2.05 | 2.03 | 1.98 | 1.94 | 1.89 | 1.84 | | | |
| 22 | 4.30 | 3.44 | 3.05 | 2.82 | 2.66 | 2.55 | 2.46 | 2.40 | 2.35 | 2.30 | 2.23 | 2.15 | 2.07 | 2.03 | 2.00 | 1.96 | 1.91 | 1.86 | 1.81 | | | |
| 23 | 4.28 | 3.42 | 3.03 | 2.80 | 2.62 | 2.51 | 2.42 | 2.36 | 2.30 | 2.25 | 2.18 | 2.11 | 2.03 | 1.98 | 1.95 | 1.91 | 1.86 | 1.81 | 1.76 | | | |
| 24 | 4.26 | 3.40 | 3.01 | 2.78 | 2.62 | 2.51 | 2.42 | 2.34 | 2.28 | 2.24 | 2.16 | 2.09 | 2.01 | 1.96 | 1.92 | 1.88 | 1.84 | 1.79 | 1.73 | | | |
| 25 | 4.24 | 3.39 | 2.99 | 2.76 | 2.60 | 2.49 | 2.40 | 2.34 | 2.27 | 2.22 | 2.15 | 2.07 | 1.99 | 1.95 | 1.90 | 1.85 | 1.80 | 1.75 | 1.69 | | | |
| 26 | 4.23 | 3.37 | 2.98 | 2.74 | 2.59 | 2.47 | 2.39 | 2.32 | 2.27 | 2.22 | 2.15 | 2.06 | 1.97 | 1.93 | 1.88 | 1.84 | 1.79 | 1.73 | 1.67 | | | |
| 27 | 4.21 | 3.35 | 2.96 | 2.73 | 2.57 | 2.46 | 2.37 | 2.31 | 2.25 | 2.20 | 2.13 | 2.04 | 1.96 | 1.91 | 1.87 | 1.82 | 1.77 | 1.71 | 1.65 | | | |
| 28 | 4.20 | 3.34 | 2.95 | 2.71 | 2.56 | 2.45 | 2.36 | 2.29 | 2.24 | 2.19 | 2.12 | 2.04 | 1.96 | 1.91 | 1.87 | 1.82 | 1.77 | 1.71 | 1.64 | | | |
| 29 | 4.18 | 3.33 | 2.93 | 2.70 | 2.55 | 2.43 | 2.35 | 2.28 | 2.22 | 2.16 | 2.09 | 2.01 | 1.93 | 1.89 | 1.84 | 1.79 | 1.74 | 1.68 | 1.62 | | | |
| 30 | 4.17 | 3.32 | 2.92 | 2.69 | 2.53 | 2.42 | 2.33 | 2.27 | 2.21 | 2.16 | 2.08 | 2.00 | 1.92 | 1.84 | 1.81 | 1.76 | 1.71 | 1.64 | 1.58 | | | |
| 40 | 4.08 | 3.23 | 2.84 | 2.61 | 2.45 | 2.34 | 2.25 | 2.18 | 2.12 | 2.04 | 1.99 | 1.92 | 1.84 | 1.79 | 1.74 | 1.69 | 1.64 | 1.58 | 1.51 | | | |
| 60 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.92 | 1.84 | 1.75 | 1.70 | 1.65 | 1.61 | 1.55 | 1.50 | 1.43 | | | |
| 120 | 3.92 | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.83 | 1.75 | 1.66 | 1.61 | 1.55 | 1.50 | 1.43 | 1.35 | 1.25 | | | |
| ∞ | 3.84 | 3.00 | 2.60 | 2.37 | 2.21 | 2.10 | 2.01 | 1.94 | 1.88 | 1.83 | 1.75 | 1.67 | 1.57 | 1.52 | 1.46 | 1.39 | 1.32 | 1.22 | 1.00 | | | |

(continued)



Dupantex

PT. SAMPANGAN DUTA PANCA SAKTI TEKSTIL

WEAVING, FINISHING, PRINTING, GARMENT

SURAT KETERANGAN

Yang bertanda tangan di bawah ini menerangkan bahwa mahasiswa Universitas Islam Sultan Agung Semarang.

Nama : GUNA SETIAWAN

Nim : 04.97.5992

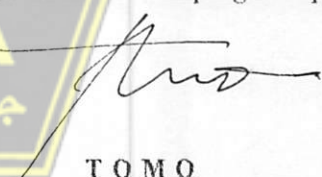
Fakultas/ Jurusan : Ekonomi/ Manajemen

Telah mengadakan penelitian dan pengumpulan data di PT. Sampangan Duta Panca Sakti Tekstil (Dupantex) Pekalongan dalam rangka penyusunan skripsi dengan judul :
"Efektivitas dan Efisiensi Strategi Promosi Penjualan (Studi Kasus di PT. Sampangan Dupantex Pekalongan)".

Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Pelakongan, 21 Juni 2001

Kabag. Humas PT. Sampangan Dupantex


T O M O

Head Office :

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Jl. Gula No. 14E, Telp. : (031) 333124 - 333125, Fax. : (031) 22614 Surabaya

I. PEMBIMBING :

JUDUL PKL (Praktek Kerja Lapangan) : Elektrifas dari pelaksanaan sales
promosi studi kasus PT. RUPANDEKII. PEMBIMBING : Prof. DR. H. MIYASTO

JUDUL SKRIPSI :

| No. | Tanggal Konsultasi | T. Tangan Pembimbing | | Keterangan |
|-----|--------------------|----------------------|----|----------------------------------|
| | | I | II | |
| | 5/01 | | | Konsultasi proposal & judul |
| | 12/01 | | | Konsultasi proposal |
| | 14/01 | | | Konsultasi proposal (I, II, III) |
| | | | | Strategi Promosi |
| | | | | - strategi pemasaran |
| | | | | efektifitas & efisiensi promosi |
| | | | | - metode penelitian |
| | | | | - analisis data |
| | 2/6-2001 | | | Struktur organisasi |
| | | | | Strategi promosi |
| | | | | Analisis data |

| No. | Tanggal Konsultasi | T. Tangan Pembimbing | | Keterangan |
|-----|--------------------|----------------------|----|---------------------------------|
| | | I | II | |
| | 25/6-2001 | | | Analisis data |
| | | | | tabel uraian |
| | 7/7-2001 | | | Sumber data |
| | | | | isi spali |
| | | | | tabel 1.. |
| | | | | 5.2 → Analisis ket. & bawadanya |
| | | | | Matua ekonomi dari temuan |
| | | | | Korelasinya |
| | | | | Penerapian regresi |
| | | | | Analisa regresi |
| | 9/8-2001 | | | Astrak, permasalahan, sifat |
| | 11/8-2001 | | | penelitian |
| | | | | Bab V |

