

BEBERAPA PENGOLAHAN DATA PENELITIAN BERSIFAT ASOSIATIF

- Contoh Judul Penelitian: Hubungan Biaya Promosi dan Biaya Distribusi dengan Volume Penjualan
- Variabel bebas:
 - a. Variabel X1: Biaya Promosi
 - b. Variabel X2: Biaya Distribusi
- Variabel terikat: Volume Penjualan

KORELASI

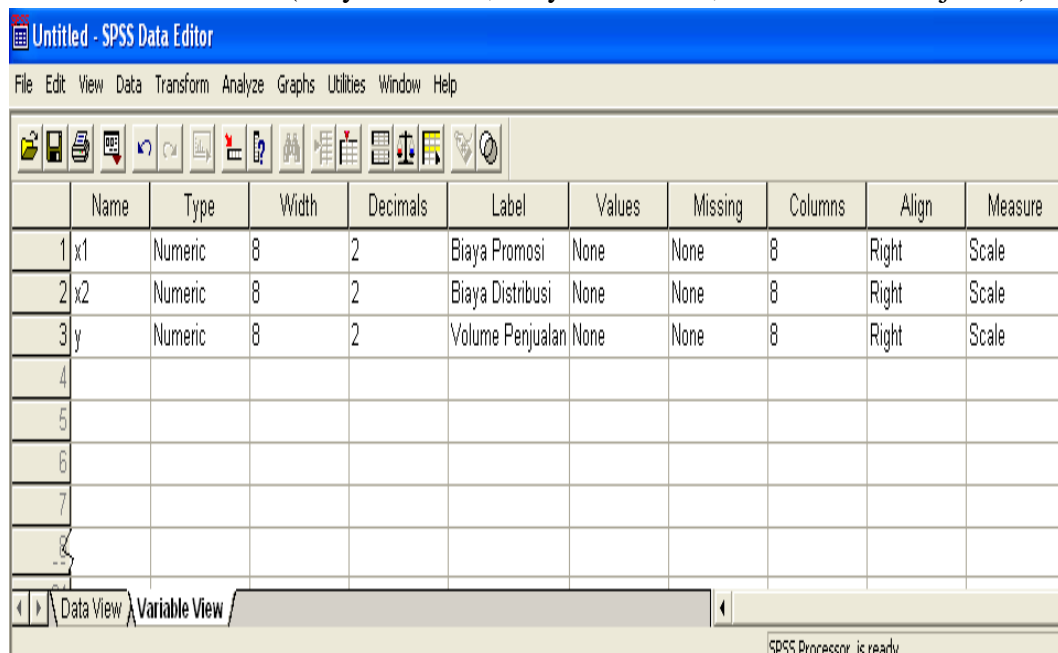
- Pada halaman DATA VIEW di SPSS, Ketikkan nilai-nilai Variabel X1, X2, dan Y

The screenshot shows the SPSS Data View window. The menu bar includes File, Edit, View, Data, Transform, Analyze, Graphs, Utilities, Window, and Help. The toolbar contains various icons for file operations and data manipulation. The data grid has the following structure:

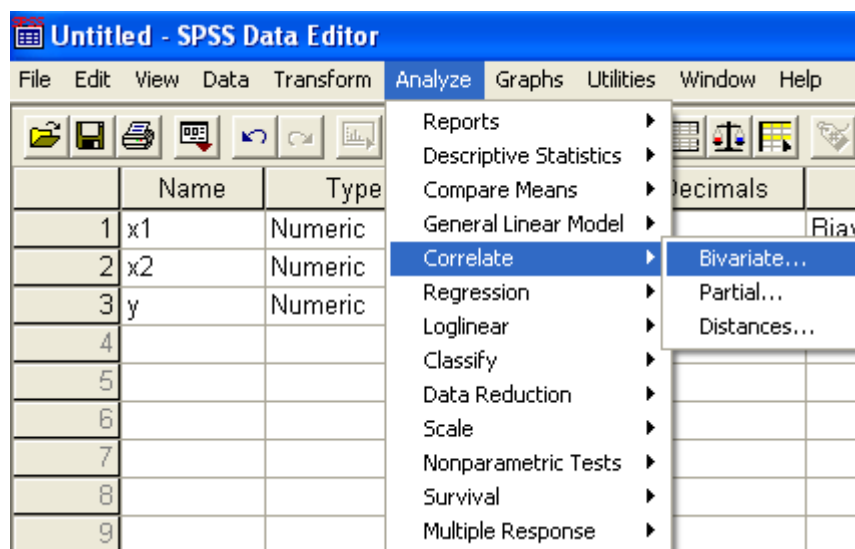
	x1	x2	y	var00001	var00002	v
1	500.00	840.00	1090.00	.	.	.
2	640.00	980.00	1300.00	.	.	.
3	720.00	1060.00	1420.00	.	.	.
4	890.00	1230.00	1675.00	.	.	.
5	1010.00	1350.00	1855.00	.	.	.
6	1120.00	1460.00	2020.00	.	.	.
7	1250.00	1590.00	2215.00	.	.	.
8	1302.00	1642.00	2293.00	.	.	.
9	1580.00	1920.00	2710.00	.	.	.
10	1720.00	2100.00	2960.00	.	.	.
11	1900.00	2240.00	3190.00	.	.	.
12	2010.00	2350.00	3355.00	.	.	.
13	2090.00	2430.00	3475.00	.	.	.
14	2201.00	2541.00	3642.00	.	.	.
15	2490.00	2750.00	3995.00	.	.	.
16	2969.00	2901.00	4386.00	.	.	.

The status bar at the bottom shows the current view is 'Data View' and 'Variable View' is also available.

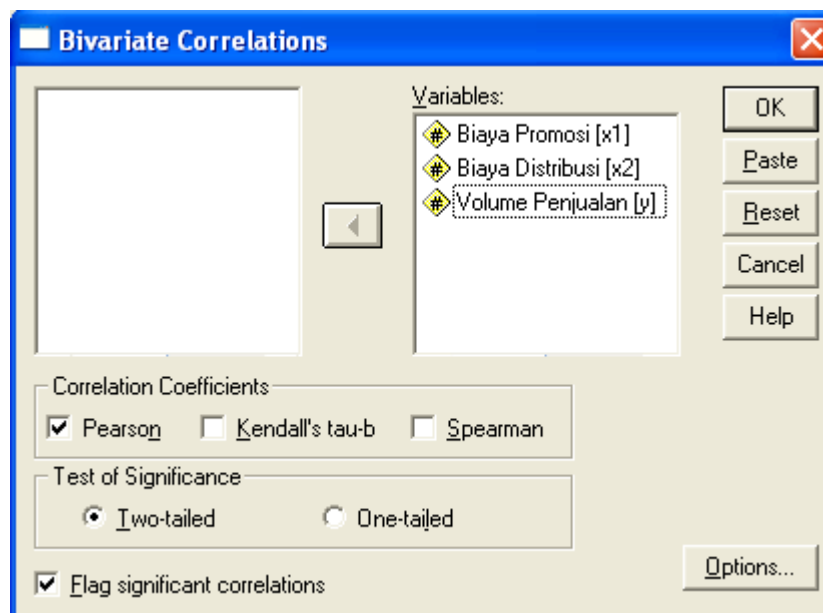
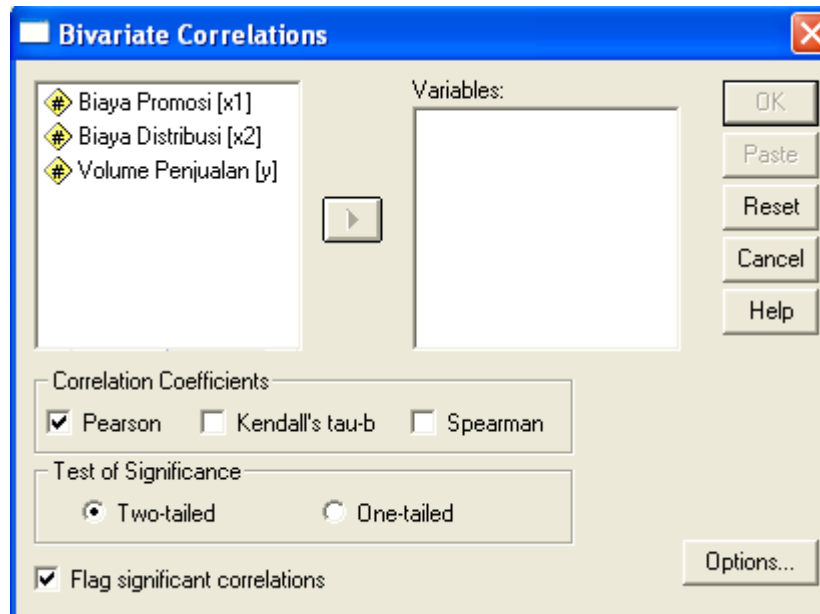
- Pada kolom **Name** ketikkan simbol dari variabel (X1, X2, dan Y). Pada kolom **Label** ketikkan nama variabel (Biaya Promosi, Biaya Distribusi, dan Volume Penjualan)



- Klik menu Analyze, Correlate, Bivariate



- Pindahkan Biaya Promosi [x1], Biaya Distribusi [x2], dan Volume Penjualan ke kotak Variables. Lalu beri tanda centang pada kotak cek di samping Pearson Pearson, dan di samping two tailed Two-tailed, lalu klik tombol OK



- Outputnya adalah sebagai berikut:

Correlations

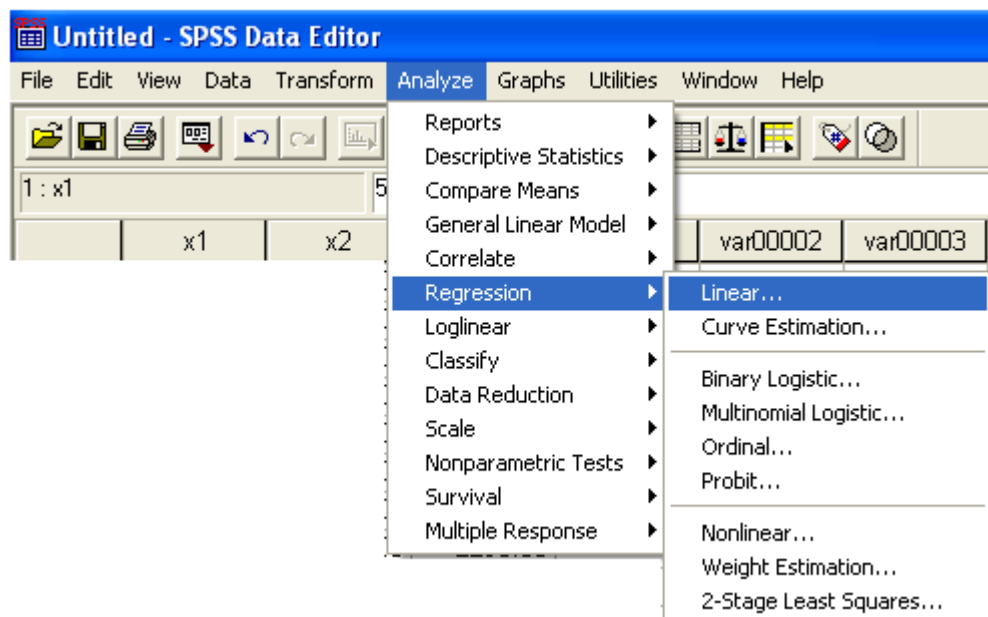
		Biaya Promosi	Biaya Distribusi	Volume Penjualan
Biaya Promosi	Pearson Correlation	1.000	.992**	.997**
	Sig. (2-tailed)	.	.000	.000
	N	16	16	16
Biaya Distribusi	Pearson Correlation	.992**	1.000	.999**
	Sig. (2-tailed)	.000	.	.000
	N	16	16	16
Volume Penjuala	Pearson Correlation	.997**	.999**	1.000
	Sig. (2-tailed)	.000	.000	.
	N	16	16	16

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

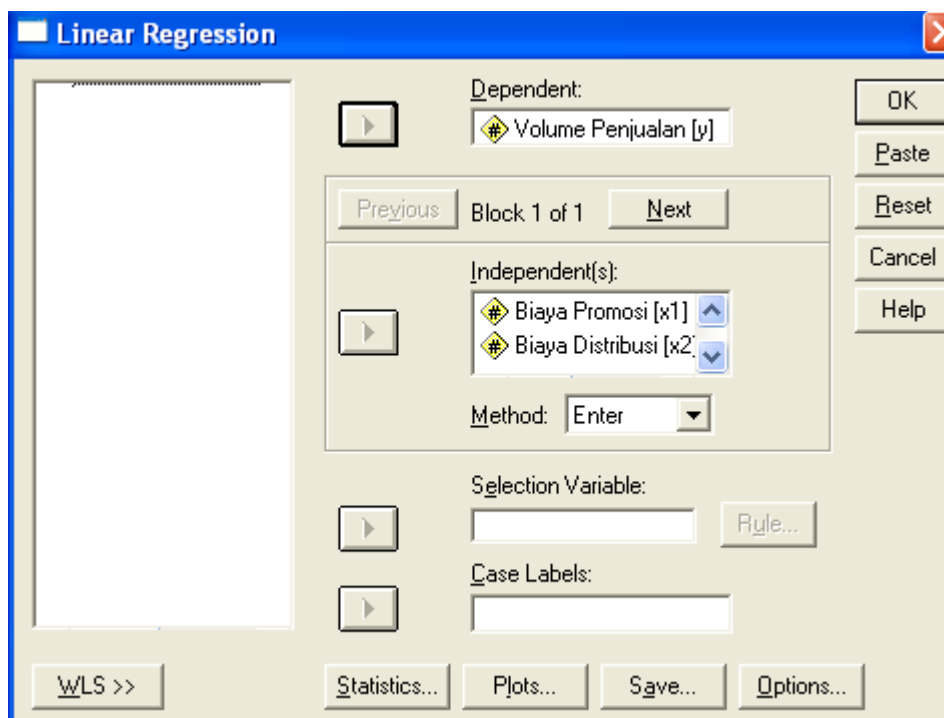
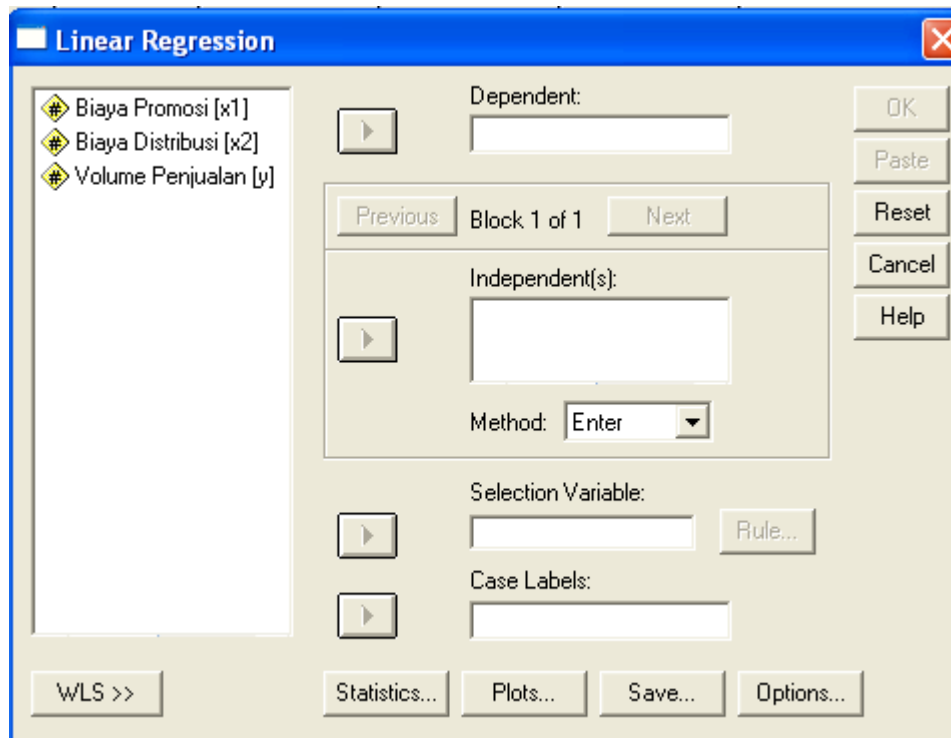
REGRESI

Gunakan data-data yang digunakan pada saat menguji korelasi sebelumnya. Berikut ini langkah-langkah pengolahan data untuk analisis regresi.

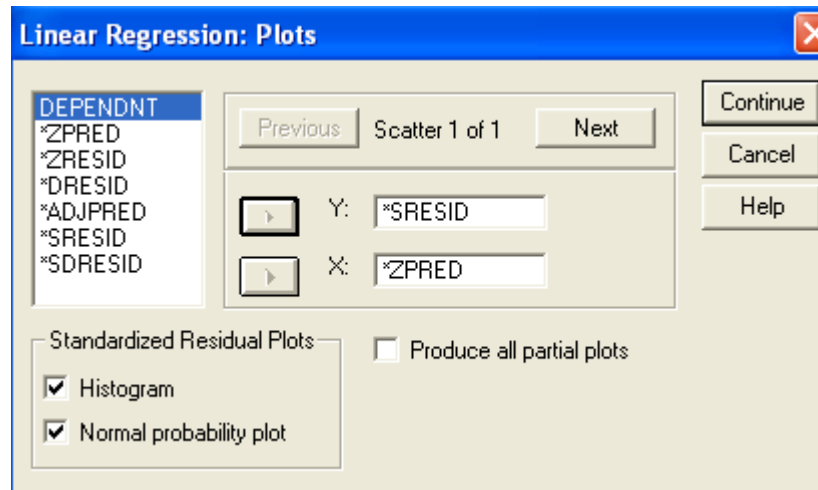
- Klik Analyze, Regression, Linear



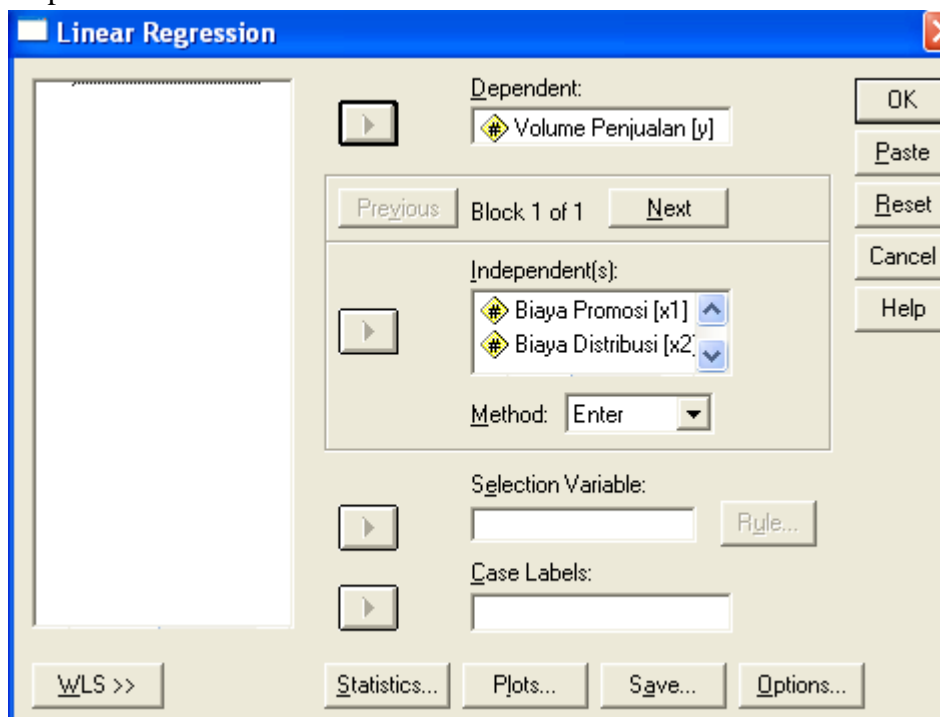
- Pindahkan Biaya Promosi [x1] dan Biaya Distribusi [x2] ke kotak Independent(s), dan Volume Penjualan ke kotak Dependen. Lalu Klik Statistics Statistics...



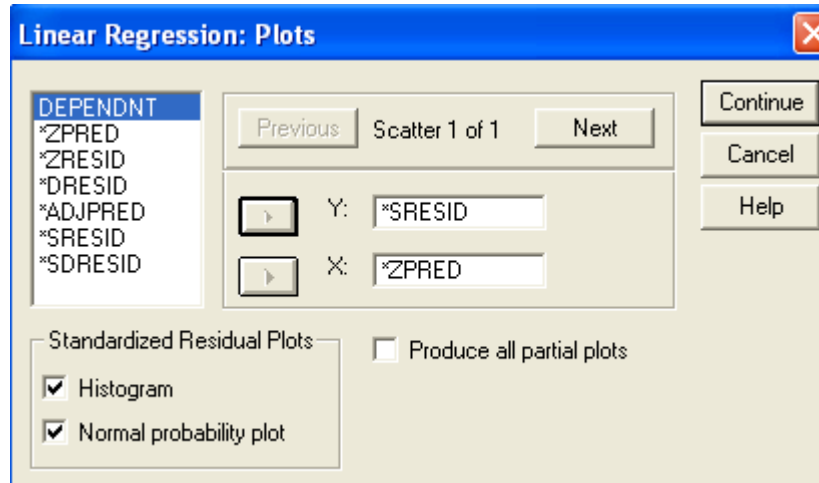
- Akan tampil menu seperti di bawah ini, lalu beri centang (ceklis) pada Model fit, R squared change, Descriptives, Part and partial correlations, Collinearity diagnostics, atau centang seluruhnya, klik



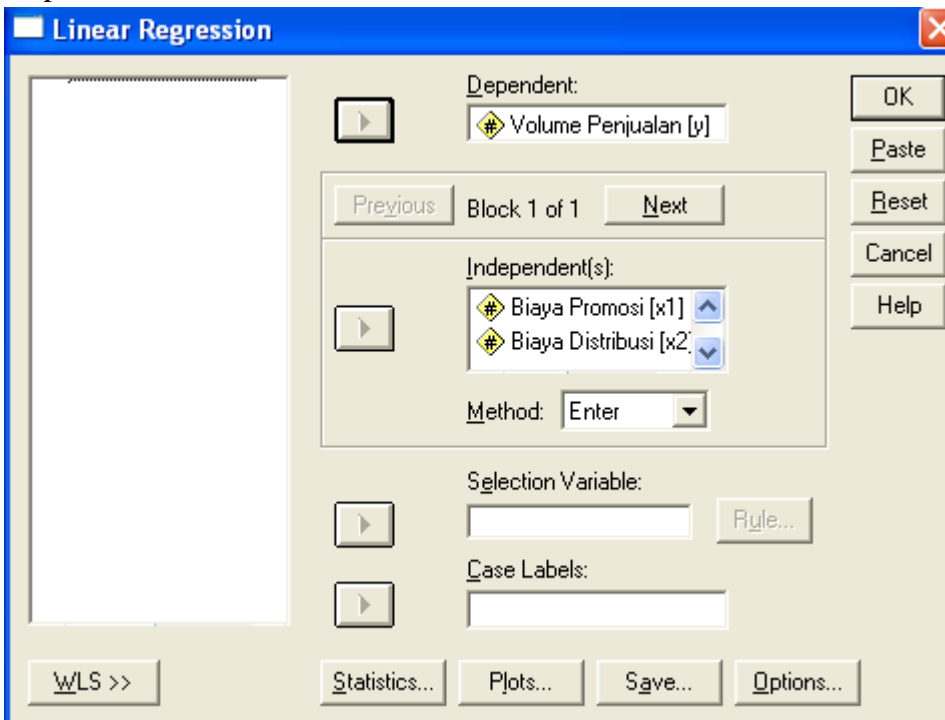
- Akan tampil menu semula. Lalu klik



- Akan tampil menu seperti berikut ini. Klik *ZPRED, pindahkan dengan tanda panah ke kotak X: . dan klik *SRESID, arahkan dengan tanda panah ke kotak Y: . Centang Histogram dan Normal probability plot. Hasilnya akan tampil seperti di bawah ini. Lalu klik



- Akan tampil menu semula. Lalu klik



- Hasil pengolahan akan ditampilkan, seperti gambar-gambar di bawah ini:

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Volume Penjualan	8125	13.2139	16
Biaya Promosi	5000	4.1037	16
Biaya Distribusi	5000	7.9529	16

Correlations

		Volume Penjualan	Biaya Promosi	Biaya Distribusi
Pearson Correlation	Volume Penjualan	1.000	.997	.999
	Biaya Promosi	.997	1.000	.992
	Biaya Distribusi	.999	.992	1.000
Sig. (1-tailed)	Volume Penjualan	.	.000	.000
	Biaya Promosi	.000	.	.000
	Biaya Distribusi	.000	.000	.
N	Volume Penjualan	16	16	16
	Biaya Promosi	16	16	16
	Biaya Distribusi	16	16	16

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Biaya Distribusi, Biaya Promosi ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Volume Penjualan

Model Summary

Model	R	Adjusted R Square	Estimated Change in Squared Error	Change Statistics		
				Chi-Square	df1	df2
1	.999 ^a	.999	1308.000	108	2	13

a. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99036	2	518.108	5E+08	.000 ^a
	Residual	.222	13	10E-02		
	Total	99036	15			

a. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

b. Dependent Variable: Volume Penjualan

Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Zero Inflation		Correlations		Partial	Tolerance	VIF
					B	Er	B	Er			
1 (Constant)	208195		.064	.307	.214	.630					
Biaya Promosi	501000	.353	193	.000	.500	.502	.997	.000	.045	.016	.735
Biaya Distribusi	999000	.649	034	.000	.998	.000	.999	.000	.083	.016	.735

a. Dependent Variable: Volume Penjualan

Coefficient Correlations

Model		Biaya Distribusi	Biaya Promosi
1	Correlation	1.000	-.992
	Covariance	-.992	1.000
	Biaya Distribusi	.26E-07	.49E-07
	Biaya Promosi	.86E-07	.80E-07

a. Dependent Variable: Volume Penjualan

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				Constant	Biaya Promosi	Biaya Distribusi
1	1	2.901	1.000	.00	.00	.00
	2	.43E-02	5.428	.18	.01	.00
	3	.40E-03	52.820	.81	.99	1.00

a. Dependent Variable: Volume Penjualan

Regression**Descriptive Statistics**

	Mean	Std. Deviation	N
Volume Penjualan	8125	3.2139	16
Biaya Promosi	5000	4.1037	16
Biaya Distribusi	5000	7.9529	16

Correlations

		Volume Penjualan	Biaya Promosi	Biaya Distribusi
Pearson Correlati	Volume Penjualan	1.000	.997	.999
	Biaya Promosi	.997	1.000	.992
	Biaya Distribusi	.999	.992	1.000
Sig. (1-tailed)	Volume Penjualan	.	.000	.000
	Biaya Promosi	.000	.	.000
	Biaya Distribusi	.000	.000	.
N	Volume Penjualan	16	16	16
	Biaya Promosi	16	16	16
	Biaya Distribusi	16	16	16

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Biaya Distribusi, Biaya Promosi ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Volume Penjualan

Model Summary^a

Model	R	Square	Adjusted R Square	Error Sum of Squares	Change Statistics				
					Change in Sum of Squares	df1	df2	F Change	
1	.999	.999	.000	1308.000	.000	+08	2	13	.000

a. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

b. Dependent Variable: Volume Penjualan

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99036.222	2	518.108	5E+08	.000 ^a
	Residual	.222	13	1.0E-02		
	Total	99036.444	15			

a. Predictors: (Constant), Biaya Distribusi, Biaya Promosi

b. Dependent Variable: Volume Penjualan

Coefficients

Model		Standardized Coefficients		t	Sig.	Zero Order Correlation	Partial Correlation	Semi-Partial Correlation	VIF
		B	Beta						
1	(Constant)	.208	.195	.064	.307	.214	.630		
	Biaya	.501	.000	.353	.193	.500	.502	.997	.000
	Biaya Promosi	.999	.000	.549	.034	.998	.000	.999	.000

a. Dependent Variable: Volume Penjualan

Coefficient Correlations

Model		Biaya Distribusi	Biaya Promosi
1	Correlation	1.000	-.992
	Covariance	-.992	1.000
	Biaya Distribusi	.526E-07	.49E-07
	Biaya Promosi	.486E-07	.380E-07

a. Dependent Variable: Volume Penjualan

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				Constant	Biaya Promosi	Biaya Distribusi
1	1	2.901	1.000	.00	.00	.00
	2	.43E-02	5.428	.18	.01	.00
	3	.40E-03	52.820	.81	.99	1.00

a. Dependent Variable: Volume Penjualan

Casewise Diagnostics

Case Number	Std. Residual	Volume Penjualan
14	3.159	3642.00

a. Dependent Variable: Volume Penjualan

Residuals Statistics

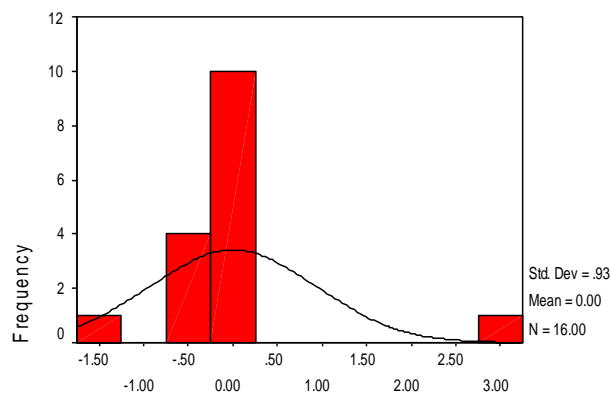
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1089.9690	4385.9683	2598.8125	1013.2139	16
Std. Predicted Value	-1.489	1.764	.000	1.000	16
Standard Error of Predicted Value	3.453E-02	.1279	5.247E-02	2.200E-02	16
Adjusted Predicted Value	1089.9595	4385.2778	2598.7676	1013.1331	16
Residual	-.1713	.4131	2.842E-14	.1217	16
Std. Residual	-1.310	3.159	.000	.931	16
Stud. Residual	-1.459	3.517	.063	1.071	16
Deleted Residual	-.2124	.7219	4.492E-02	.2345	16
Stud. Deleted Residual	-1.532	15.338	.802	3.916	16
Mahal. Distance	.108	13.408	1.875	3.165	16
Cook's Distance	.000	9.715	.684	2.421	16
Centered Leverage Value	.007	.894	.125	.211	16

a. Dependent Variable: Volume Penjualan

Charts

Histogram

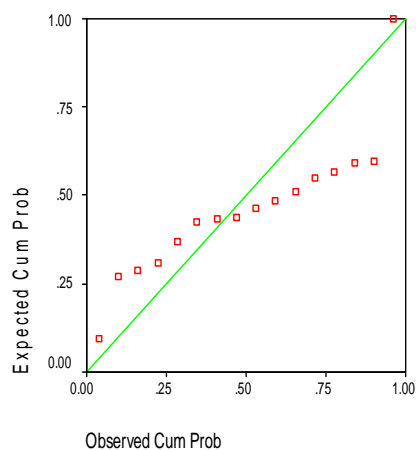
Dependent Variable: Volume Penjualan



Regression Standardized Residual

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Volume Penjualan



Scatterplot

Dependent Variable: Volume Penjualan

