

**Lampiran I**  
**Data Biaya Saluran Distribusi Dan Volume Penjualan**  
**Harian Sumut Pos 2005 s/d 2010**

Tahun	Biaya Saluran Distribusi (Rp)		
	Transportasi	Gudang	Volume Penjualan
<b>2005</b>			
Januari	14.750.000	8.806.000	128.186.000
Februari	15.628.000	9.243.000	129.742.236
Maret	17.713.000	10.675.000	130.594.000
April	18.267.170	11.163.200	132.531.300
Mei	19.549.000	12.512.000	134.354.100
Juni	21.421.000	10.441.000	136.813.000
Juli	18.102.000	11.429.100	135.625.000
Agustus	21.676.000	13.230.000	136.878.000
September	22.372.000	14.325.000	138.326.000
Oktober	22.372.000	15.354.000	139.427.000
November	23.748.115	16.683.200	140.654.000
Desember	24.885.000	17.127.000	141.368.000
<b>Total</b>	234.465.285	150.988.500	1.624.498.636
<b>2006</b>			
Januari	8.387.200	10.186.000	115.753.000
Februari	9.553.000	11.437.000	116.426.000
Maret	10.136.400	12.621.000	117.281.000
April	11.715.000	13.342.000	118.647.309
Mei	13.483.000	14.772.000	117.314.000
Juni	14.226.100	15.575.000	119.962.000
Juli	12.390.000	16.623.000	116.535.000
Agustus	14.390.000	13.668.000	117.864.400
September	15.502.000	15.119.000	118.811.200
Oktober	16.863.000	17.565.000	119.106.000
November	17.681.000	18.424.000	120.432.000
Desember	18.664.000	19.542.000	121.287.000
<b>Total</b>	163.180.700	178.453.000	1.419.418.909
<b>2007</b>			
Januari	10.198.000	10.098.000	144.231.200
Februari	11.463.000	11.374.000	146.622.000
Maret	12.246.200	12.653.000	150.742.000

April	13.752.100	14.262.000	151.563.000
Mei	14.431.000	13.541.000	153.854.000
Juni	15.414.300	14.836.000	151.310.000
Juli	17.303.000	15.627.000	152.298.328
Agustus	18.527.000	17.103.000	153.956.000
September	15.648.000	18.229.000	154.647.000
Oktober	16.109.000	16.772.000	155.731.000
November	17.277.000	18.220.000	153.324.000
Desember	18.568.000	19.738.000	154.590.000
<b>Total</b>	180.936.600	182.453.000	1.822.868.728
<b>2008</b>			
Januari	10.640.600	6.234.000	167.306.000
Februari	11.116.000	8.902.000	168.741.000
Maret	12.427.000	9.672.300	170.614.328
April	13.231.000	10.143.000	173.135.000
Mei	14.745.200	11.521.300	174.528.200
Juni	15.294.000	12.317.000	175.252.000
Juli	16.778.000	11.756.200	173.366.000
Agustus	17.352.000	12.901.000	174.796.000
September	18.057.000	13.449.000	175.576.000
Oktober	16.109.000	14.449.000	176.449.200
November	19.463.000	15.655.000	177.332.000
Desember	20.587.000	16.396.000	179.332.000
<b>Total</b>	185.763.800	143.244.800	2.086.866.728

<b>2009</b>			
Januari	9.674.000	6.198.000	150.709.000

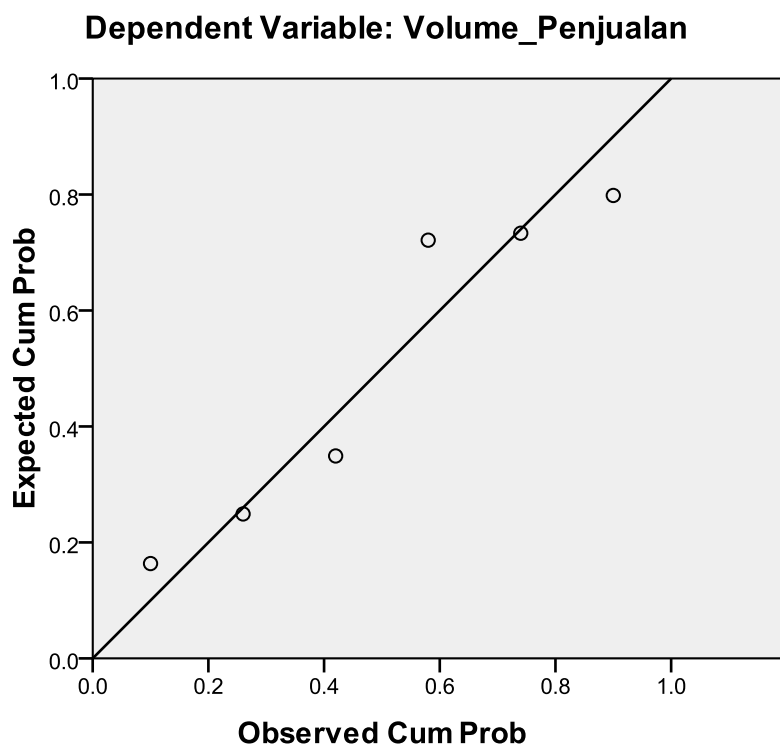
Februari	10.326.200	7.643.000	152.126.092
Maret	11.841.000	8.301.000	154.247.000
April	12.467.000	9.269.000	155.631.000
Mei	13.582.300	11.832.000	156.352.000
Juni	14.469.000	8.214.000	157.477.000
Juli	15.748.000	10.727.000	158.568.000
Agustus	16.135.000	11.339.000	159.823.000
September	17.429.000	12.576.000	160.487.000
Oktober	15.215.000	13.428.000	161.228.000
November	16.537.000	14.115.000	162.111.000
Desember	18.679.000	15.534.000	160.783.000
<b>Total</b>	172.102.500	129.176.000	1.889.542.092
<b>2010</b>			
Januari	10.807.000	7.398.000	165.360.000
Februari	11.246.000	8.098.000	166.841.000
Maret	12.521.000	9.236.000	167.726.000
April	13.547.000	11.641.000	165.745.000
Mei	14.475.000	13.127.000	164.617.000
Juni	15.355.000	14.354.000	163.559.100
Juli	16.509.000	15.512.000	165.435.000
Agustus	17.612.000	13.553.000	166.588.000
September	18.983.000	14.462.000	168.304.000
Oktober	17.736.000	15.779.000	169.285.000
November	18.315.000	16.320.000	167.198.355
Desember	19.546.000	17.248.000	138.654.000
<b>Total</b>	186.652.000	156.728.000	1.999.307.455

## Lampiran 2

### 1. Uji Asumsi Klasik

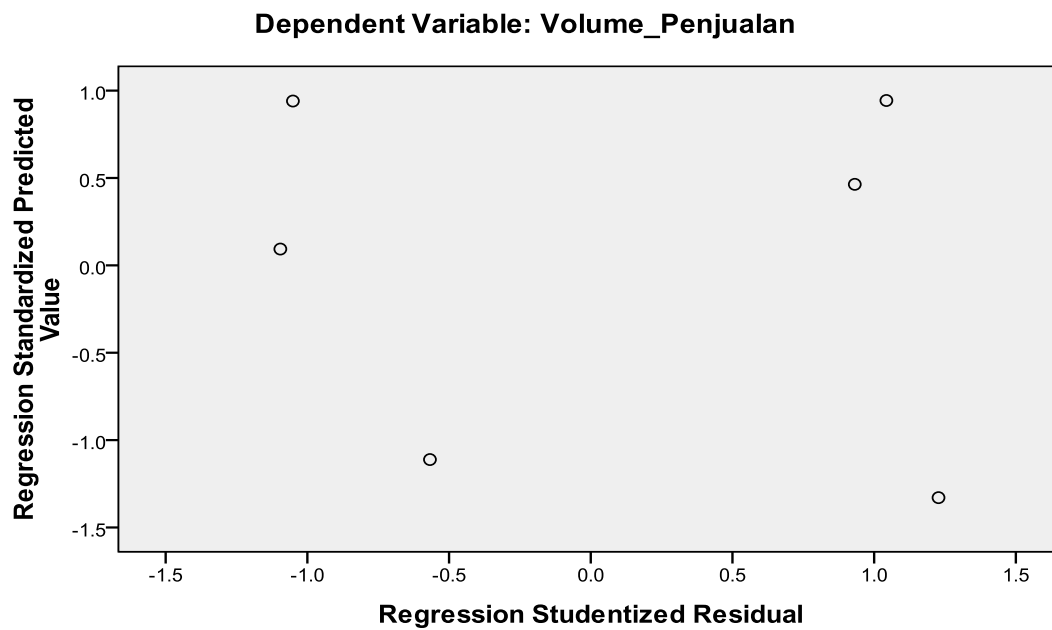
#### A. Uji Normalitas

**Normal P-P Plot of Regression Standardized Residual**



## B. Uji Heteroskedastisitas

### Scatterplot



## C. Uji Multikolinieritas

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.383	5.177		1.233	.305		
	Biaya_Transportasi	.653	.216	.868	3.030	.056	.998	1.002
	Biaya_Gudang	.082	.266	.089	.310	.777	.998	1.002

a. Dependent Variable: Volume\_Penjualan

## 2. Regresi Linier Berganda

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Biaya_Gudang, Biaya_Transportasi <sup>a</sup>		Enter

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

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 <sup>a</sup>	.754	.591	10.96663

- a. Predictors: (Constant), Biaya\_Gudang, Biaya\_Transportasi  
b. Dependent Variable: Volume\_Penjualan

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1108.320	2	554.160	70.608	.000 <sup>a</sup>
	Residual	360.801	3	120.267		
	Total	1469.121	5			

- a. Predictors: (Constant), Biaya\_Gudang, Biaya\_Transportasi  
b. Dependent Variable: Volume\_Penjualan

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

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
1 (Constant)	6.383	5.177		1.233	.000
Biaya_Transportasi	.653	.216	.868	10.030	.000
Biaya_Gudang	.082	.266	.089	5.310	.000

a. Dependent Variable: Volume\_Penjualan