

## Lampiran – Lampiran

### Tabulasi Data

Nama	Umur	Jenis Kelamin	Tingkat Pendidikan	Biaya Promosi Usaha	Kategori	Tabulasi Data		Kategori	Lama Usaha	Pendapatan	Kategori
						Harga sewa Mobil	per bulan				
Helmi Neonbeni	27	L	SMA	500.000	2	350.000	3.500.000	1	2	3.500.000	1
Aldy Obe	25	L	S1	450.000	1	350.000	5.250.000	1	3	5.250.000	1
Marsel Leo	32	L	SMA	550.000	2	350.000	4.200.000	1	2	6.500.000	1
Maria Yacinta Seran	26	P	S1	450.000	1	350.000	5.600.000	2	5	7.300.000	1
Junhino Roy	24	L	S1	550.000	2	350.000	7.000.000	3	1	5.500.000	2
Lasianus Afoan	37	L	S1	500.000	2	350.000	6.300.000	1	3	4.500.000	1
Yohanes Kefi	33	L	S1	400.000	1	350.000	4.900.000	1	2	6.800.000	1
Amrosius Manek	47	L	SMA	550.000	1	350.000	3.850.000	1	1	5.500.000	1
Martinus Bria	45	L	S1	450.000	1	350.000	6.300.000	1	3	8.700.000	1
Benediktus Fallo	54	L	S1	600.000	1	350.000	4.900.000	2	1	8.000.000	1
Maximus Sanit	52	L	SMA	500.000	4	350.000	6.650.000	4	5	5.800.000	4
Antonius Manaek	27	L	SMA	450.000	2	350.000	4.550.000	2	4	4.300.000	2
Dedi Banunaek	37	L	SMA	650.000	2	350.000	3.500.000	2	3	6.000.000	2
Nikodemus Banusu	22	L	SMA	400.000	2	350.000	7.700.000	2	2	5.500.000	2
Leonard Benu	42	L	SMP	600.000	2	350.000	5.600.000	1	1	6.000.000	1
Aldo Mali	19	L	SMA	500.000	1	350.000	8.750.000	1	3	7.300.000	1
Yufentus Febrian Eko	28	L	SMP	400.000	1	350.000	10.500.000	1	1	5.500.000	1
Edison Asabat	41	L	SD	500.000	1	350.000	8.400.000	1	2	4.500.000	1
Heribertus Ninu	34	L	S1	450.000	1	350.000	9.100.000	1	3	6.800.000	1
Ilfonsus Kapitan	55	L	S1	650.000	1	350.000	8.050.000	1	2	7.500.000	1
Endro Benu	18	L	SMA	500.000	2	350.000	8.400.000	2	2	8.700.000	2
Apris M. Benu	20	L	SMA	450.000	3	350.000	7.700.000	1	1	8.000.000	1
Manuel Da Conceicao	57	L	S1	600.000	1	350.000	8.750.000	2	4	5.800.000	1
Bertus Nahak	40	L	SMA	500.000	1	350.000	3.500.000	2	3	4.300.000	1
Serafina Nitsae	27	P	S1	400.000	1	350.000	5.250.000	1	2	6.000.000	1
Hedwig G. T. Kapitan	24	P	S1	550.000	1	350.000	4.200.000	1	1	6.500.000	1
Edeltrudis Banase	36	P	S1	450.000	1	350.000	5.600.000	1	2	7.300.000	1
Yuliana B. Moruk	42	P	S1	650.000	2	350.000	7.000.000	2	2	5.500.000	2
Diana Marques	33	P	S1	500.000	2	350.000	6.300.000	2	3	4.500.000	2
Novi Amsikan	27	P	S1	450.000	2	350.000	4.900.000	3	2	6.800.000	2
Alfiana Martins	21	P	SMA	650.000	1	350.000	3.850.000	1	3	7.500.000	1

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Elestina Pritas	23	P	SMA	400.000	1	350.000	6.300.000	1	2	8.700.000	1
Maria Wilhelmina Seran	26	P	S1	600.000	1	350.000	4.900.000	1	1	8.000.000	1
Anna Marques	38	P	SMA	500.000	3	350.000	6.650.000	3	5	5.800.000	3
Feolina Bentura	57	P	SMA	400.000	1	350.000	4.550.000	1	2	4.300.000	1
Yani Manek	38	P	S1	550.000	4	350.000	3.500.000	4	3	6.000.000	4
Yani Meko	37	P	S1	450.000	1	350.000	7.700.000	2	2	3.500.000	1
Lisron Mardianti Asa	22	P	SMA	600.000	1	350.000	5.600.000	1	3	5.250.000	1
Rani Meko	22	P	SMA	500.000	1	350.000	8.750.000	1	2	6.500.000	1
Prima Nahak	45	P	SMA	450.000	1	350.000	10.500.000	2	3	7.300.000	1
Bunga Lomi	38	P	SMA	600.000	1	350.000	6.650.000	1	2	5.500.000	1
Claracelia Isabell Ratrigis	26	P	S1	500.000	1	350.000	4.550.000	1	3	4.500.000	1
Rainaldis Carmeneja Elu	20	P	SMK	400.000	1	350.000	3.500.000	1	2	6.800.000	1
Alexandra Lidia Manehat	20	P	SMA	550.000	1	350.000	7.700.000	1	1	7.500.000	1
Anggelina Maria Herlina Pontus	17	P	SMA	450.000	1	350.000	5.600.000	1	2	8.700.000	1
Armandina Erni Dos Reis	24	P	S1	600.000	1	350.000	8.750.000	1	1	8.000.000	1
Maya Marques	40	P	SMA	500.000	1	350.000	10.500.000	1	2	5.800.000	1
Johanes Manbait	25	L	S1	400.000	1	350.000	8.400.000	1	1	4.300.000	1
Piter Maka	39	L	SMA	550.000	2	350.000	9.100.000	2	2	6.000.000	2
Agustinus Sanam	52	L	S1	450.000	1	350.000	8.050.000	2	3	5.500.000	1
Kristoforus Biaf	25	L	SMA	600.000	2	350.000	8.400.000	2	2	6.000.000	2
Rabul Maka	42	L	SMA	500.000	1	350.000	7.700.000	1	3	7.300.000	1
Martinus Maumali	42	L	SD	450.000	1	350.000	8.750.000	2	1	5.500.000	1
Rio Kase	30	L	SMA	600.000	1	350.000	3.500.000	2	3	4.500.000	1
Leng Naimnanu	37	L	SMA	600.000	2	350.000	5.250.000	1	5	6.800.000	1
Gregorius Kono	55	L	S1	500.000	1	350.000	4.200.000	1	3	7.500.000	1
Alexander Salu	46	L	S1	400.000	1	350.000	5.600.000	1	2	8.700.000	1
Thomas Naimnule	24	L	SMA	550.000	2	350.000	7.000.000	3	3	8.000.000	3
Yustinus Naimnule	37	L	SMA	450.000	1	350.000	6.300.000	1	2	5.800.000	2
Ven Makun	43	L	S1	600.000	1	350.000	4.900.000	1	3	4.500.000	2
Maximus Uskono	36	L	SMK	500.000	1	350.000	3.850.000	1	2	5.250.000	2
Lorensa Marques	65	P	SD	450.000	2	350.000	6.300.000	2	3	6.500.000	1
Umar Taek	54	L	S1	600.000	2	350.000	4.900.000	3	2	7.300.000	1
Hendrikus Makun	70	L	S1	600.000	2	350.000	3.850.000	1	5	5.500.000	2
Yulius Seran	43	L	SMP	500.000	1	350.000	6.300.000	1	2	4.500.000	1
Hendro Lede Koro	32	L	SMP	400.000	1	350.000	4.900.000	1	1	6.800.000	1
Heri Loe	30	L	SMP	550.000	1	350.000	6.650.000	1	2	7.500.000	1

Yustus Konis	57	L	SMP	450.000	3	350.000	4.550.000	2	3	8.700.000	2
Ramundus E. Elu	20	L	SMK	600.000	1	350.000	3.500.000	4	2	8.000.000	1
Milikheor Uskono	33	L	S1	500.000	4	350.000	7.700.000	2	2	5.800.000	2
Ebi Naimnanu	25	L	SMA	450.000	1	350.000	5.600.000	2	2	4.300.000	2
Bento Lede Koro	30	L	SMA	600.000	1	350.000	8.750.000	2	1	6.000.000	1
Mau Ratu	46	L	SMP	600.000	1	350.000	10.500.000	1	2	5.500.000	1
Candra Taolin	23	L	SMA	500.000	1	350.000	8.400.000	1	1	6.000.000	4
Given Melai	20	L	SMP	400.000	1	350.000	9.100.000	1	1	7.300.000	2
Hendra Mone	38	L	S1	550.000	1	350.000	8.050.000	1	1	5.500.000	2
Yulius Besa	47	L	S1	450.000	1	350.000	8.400.000	1	2	4.500.000	3
Suriadi Djawa	41	L	SMA	600.000	1	350.000	7.700.000	1	3	6.800.000	1
Riki Kolo	26	L	S1	500.000	1	350.000	8.750.000		2	7.500.000	1
Armindo Dos Reis	41	L	SMP	450.000	2	350.000	3.500.000	1	3	8.700.000	1
Stefanus Nelutu	48	L	S1	600.000	1	350.000	5.250.000	1	4	8.000.000	3
Ludis Laus Talan	42	L	S1	600.000	1	350.000	4.200.000	1	1	5.800.000	1
Iren Taolin	38	L	S1	500.000	1	350.000	5.600.000	3	2	7.300.000	4
Adeodatus Dagonaga	25	L	S1	400.000	1	350.000	7.000.000	1	5	5.500.000	2
Petrus Tefnai	30	L	S1	550.000	1	350.000	6.300.000	1	3	4.500.000	1
Yohanes Babtista Kenjam	22	L	SMA	450.000	4	350.000	4.900.000	1	1	6.800.000	1
Orianto Mataufina	24	L	S1	600.000	2	350.000	3.850.000	2	3	7.500.000	2
Ronato Filipe Tamonob	29	L	SMA	500.000	2	350.000	6.300.000	3	1	8.700.000	1
Jose Fernandes	23	L	SMA	450.000	2	350.000	4.900.000	1	1	8.000.000	1
Leonardus Konis	52	L	SMA	600.000	3	350.000	6.650.000	1	2	5.800.000	1
Claudino Sequera	20	L	SMK	400.000	1	350.000	4.550.000	1	3	4.300.000	3
Flafianus Nipu	20	L	SMK	550.000	1	350.000	3.500.000	1	1	6.000.000	1
Roni Jeronimo	24	L	S1	450.000	1	350.000	7.700.000	2	4	5.500.000	4
Yustus Konis	57	L	SMA	600.000	4	350.000	5.600.000	4	5	4.500.000	2
Endik Loe	45	L	SMP	500.000	1	350.000	8.750.000	2	1	6.800.000	1
Apolonia Pontus	32	P	S1	450.000	1	350.000	10.500.000	2	2	5.800.000	1
Dionisiaua Meni Paineon	26	L	S1	600.000	1	350.000	6.650.000	2	4	7.300.000	2

## Hasil Olahan

### Uji Instrumen

### Uji Validitas

		Correlations				
		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	,495**	,218*	,336**	,685**
	Sig. (2-tailed)		,000	,032	,001	,000
	N	97	96	97	97	97
X2	Pearson Correlation	,495**	1	,258*	,453**	,741**
	Sig. (2-tailed)	,000		,011	,000	,000
	N	96	96	96	96	96
X3	Pearson Correlation	,218*	,258*	1	,309**	,697**
	Sig. (2-tailed)	,032	,011		,002	,000
	N	97	96	97	97	97
X4	Pearson Correlation	,336**	,453**	,309**	1	,716**
	Sig. (2-tailed)	,001	,000	,002		,000
	N	97	96	97	97	97
Total	Pearson Correlation	,685**	,741**	,697**	,716**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	97	96	97	97	97

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

\* . Correlation is significant at the 0.05 level (2-tailed).

### Uji Reabilitas

Case Processing Summary		
	N	%
Valid	96	99,0
Cases Excluded <sup>a</sup>	1	1,0
Total	97	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,754	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	5,4063	4,223	,646	,681
X2	5,3333	3,993	,531	,728
X3	4,5313	3,662	,733	,691
X4	5,3854	4,071	,786	,755

## Regresi Linear Sederhana

1. Biaya Promosi Usaha (X1) terhadap Pendapatan (Y)

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

Model	Variables Entered	Variables Removed	Method
1	Biaya Promosi Usaha <sup>b</sup>	.	Enter

a. Dependent Variable: Pendapatan

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,336 <sup>a</sup>	,113	,104	,77456

a. Predictors: (Constant), Biaya Promosi Usaha

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7,253	1	7,253	12,089	,001 <sup>b</sup>
	Residual	56,995	95	,600		
	Total	64,247	96			

a. Dependent Variable: Pendapatan

b. Predictors: (Constant), Biaya Promosi Usaha

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,191	1,165		6,016	,000
	Biaya Promosi Usaha	,342	,098	,336	3,477	,001

a. Dependent Variable: Pendapatan

## 2. Harga Sewa Mobil (X2) terhadap Pendapatan (Y)

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

Model	Variables Entered	Variables Removed	Method
1	Harga Sewa Mobil <sup>b</sup>	.	Enter

a. Dependent Variable: Pendapatan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,453 <sup>a</sup>	,206	,197	,73545

a. Predictors: (Constant), Harga Sewa Mobil

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,156	1	13,156	24,323	,000 <sup>b</sup>
	Residual	50,844	94	,541		
	Total	64,000	95			

a. Dependent Variable: Pendapatan

b. Predictors: (Constant), Harga Sewa Mobil

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,184	1,164		4,792	,000
	Harga Sewa Mobil	,462	,094	,453	4,932	,000

a. Dependent Variable: Pendapatan

### 3. Lama Usaha (X3) terhadap Pendapatan (Y)

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

Model	Variables Entered	Variables Removed	Method
1	Lama Usaha <sup>b</sup>	.	Enter

a. Dependent Variable: Pendapatan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,309 <sup>a</sup>	,096	,086	,78202

a. Predictors: (Constant), Lama Usaha

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6,150	1	6,150	10,056	,002 <sup>b</sup>
	Residual	58,098	95	,612		
	Total	64,247	96			

a. Dependent Variable: Pendapatan

b. Predictors: (Constant), Lama Usaha

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,963	1,186		5,189	,000
	Lama Usaha	,226	,071	,309	3,171	,002

a. Dependent Variable: Pendapatan

## Regresi Linear Berganda

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

Model	Variables Entered	Variables Removed	Method
1	Lama Usaha , Biaya Promosi Usaha, Harga Sewa Mobil <sup>b</sup>		Enter

a. Dependent Variable: Pendapatan

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,506 <sup>a</sup>	,256	,231	,71955	1,808

a. Predictors: (Constant), Lama Usaha , Biaya Promosi Usaha, Harga Sewa Mobil

b. Dependent Variable: Pendapatan



**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16,367	3	5,456	10,537	,000 <sup>b</sup>
	Residual	47,633	92	,518		
	Total	64,000	95			

a. Dependent Variable: Pendapatan

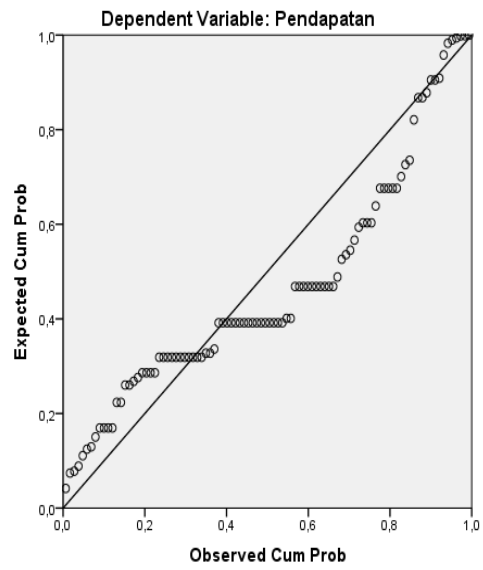
b. Predictors: (Constant), Lama Usaha , Biaya Promosi Usaha, Harga Sewa Mobil

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,443	1,211		2,101	,038	
	Biaya Promosi Usaha	,124	,106	,122	1,169	,245	,747 1,339
	Harga Sewa Mobil	,350	,107	,343	3,264	,002	,731 1,368
	Lama Usaha	,141	,068	,193	2,062	,042	,923 1,084

a. Dependent Variable: Pendapatan

Normal P-P Plot of Regression Standardized Residual



### Harga Sewa Mobil

#### Scatterplot

