

LAMPIRAN

Lampiran 1. Lembar Kuesioner

Penelitian ini dilaksanakan pada bulan Maret 2010.

Identitas Responden

1. Nama : _____
2. Alamat : _____

3. No.Telp./Hp : _____
4. Usia saat ini: ____tahun
5. Pendidikan terakhir saat ini : _____
6. Aktivitas/ Pekerjaan saat ini: _____
7. Pendapatan per bulan : _____
8. Apakah anda mempunyai anak bayi atau balita : _____
9. Berapa jumlah anak anda : _____
10. Makanan yang biasa dan sering diberikan kepada balita anda :

11. Merek Susu Formula yang sering dikonsumsi: _____
12. Berapa rata-rata pembelian susu formula anda dalam sebulan : ____kotak/bulan
13. Berapa harga susu formula yang dikonsumsi: _____

Variabel barang substitusi

1. Mengapa anda mengganti susu formula yang biasa anda konsumsi : _____
2. Merek pengganti Susu Dancow balita yang sering dikonsumsi: _____
3. Apabila harga susu formula merek lain ini mengalami kenaikan harga melebihi harga susu Dancow balita, apakah anda akan tetap membeli atau tidak : _____
Alasannya: _____

Variabel barang pelengkap

1. Adakah makanan yang diberikan kepada balita anda sebagai pelengkap pemberian susu Dancow balita : _____
2. Makanan yang biasa dan sering diberikan kepada balita anda sebagai pelengkap dalam pemberian susu formula : _____

Lampiran 2. Data Regresi

obs	y	x1	x2	x3	x4
1	4	58500	56000	57000	3000000
2	4	58000	56000	55000	1000000
3	4	58000	56000	50000	1000000
4	4	58000	56000	50000	1700000
5	4	58000	56000	57000	700000
6	4	58000	56000	50000	700000
7	4	58000	56000	50000	700000
8	5	58000	56000	55000	6000000
9	4	57500	56000	50000	2700000
10	4	58500	56000	50000	1600000
11	4	58500	56000	50000	1400000
12	4	58500	56000	57000	1000000
13	4	58500	56000	50000	1000000
14	4	58500	56000	50000	1400000
15	4	58500	56500	55000	1600000
16	4	58500	56500	57000	3000000
17	4	57500	56500	50000	2700000
18	4	57500	56500	50000	2500000
19	8	57500	56500	57000	5000000
20	4	57500	56500	50000	2700000
21	4	57500	56500	55000	1000000
22	4	57500	56500	50000	700000
23	4	57500	56500	57000	6000000
24	4	57500	56500	50000	3000000
25	5	57500	56000	57000	2700000
26	4	57500	56000	50000	1000000
27	4	58500	56000	50000	1600000
28	4	58500	56000	55000	4500000
29	4	58000	56000	50000	2400000
30	4	58500	56000	55000	1000000
31	3	58500	56000	50000	1000000
32	4	58500	56000	57000	700000

33	4	58500	56000	50000	3000000
34	4	58500	56000	55000	2800000
35	8	58500	56000	50000	3000000
36	4	58000	56000	55000	1400000
37	4	58000	56000	50000	1600000
38	4	58000	56000	50000	1600000
39	4	58000	56000	57000	1800000
40	4	58000	56000	50000	1800000
41	4	58000	56500	50000	2500000
42	7	58000	56500	55000	2700000
43	4	58000	56500	50000	6000000
44	4	58000	56500	50000	1000000
45	4	58000	56500	57000	700000
46	4	58500	56500	50000	700000
47	4	58500	56500	55000	1000000
48	3	58500	56500	50000	500000
49	4	58500	56500	50000	3000000
50	4	58500	56500	57000	2700000
51	4	58500	56500	50000	1600000
52	4	58500	56500	50000	1600000
53	5	58500	56500	55000	2200000
54	4	58500	56500	55000	2700000
55	4	58500	56500	57000	3000000
56	4	58500	56500	50000	3000000
57	4	58500	56500	55000	1000000
58	4	58500	56000	57000	1400000
59	4	58500	56000	50000	1400000
60	3	58500	56000	55000	700000
61	4	58500	56000	50000	700000
62	4	58500	56000	57000	1500000
63	4	58500	56000	50000	1400000
64	4	57500	56000	50000	1700000
65	4	58500	56000	50000	1800000
66	5	58500	56000	50000	2600000
67	4	58500	56000	50000	2500000

68	4	58500	56000	50000	5000000
69	5	58500	56000	55000	6000000
70	4	57500	56000	50000	3000000
71	4	58500	56000	50000	1500000
72	4	58500	56000	57000	1500000
73	4	58500	56000	50000	700000
74	4	58500	56000	50000	1000000
75	4	58000	56500	50000	1000000
76	5	58500	56500	57000	1400000
77	5	58500	56500	50000	1600000
78	4	58500	56500	50000	6000000
79	5	58500	56000	57000	1600000
80	10	58500	57000	50000	6000000
81	4	58500	56500	55000	2700000
82	5	58500	56500	50000	1600000
83	5	57500	56500	50000	6000000
84	6	58500	57000	57000	6000000
85	4	58500	57000	50000	1500000
86	4	58500	57000	55000	700000
87	4	58500	57000	50000	2000000
88	4	58000	57000	57000	500000
89	4	58000	57000	50000	1600000
90	4	58500	56500	50000	1000000
91	4	58500	57000	57000	1000000
92	4	58500	56000	50000	1500000
93	4	58000	57000	55000	600000
94	4	58500	57000	50000	700000
95	8	58500	56000	50000	3000000
96	4	58500	57000	57000	1400000
97	4	58500	57000	50000	1600000
98	4	57500	57000	50000	1800000
99	4	58500	56000	57000	500000
100	4	58500	57000	50000	500000
101	4	58500	56000	50000	1000000
102	4	58500	57000	50000	500000

103	4	57500	56000	55000	3000000
104	4	58500	46500	50000	5000000
105	4	58500	46500	50000	2000000
106	3	58500	57000	57000	1500000
107	4	58500	57000	50000	6000000
108	4	58000	46500	50000	1500000
109	4	58500	56000	50000	700000
110	4	58500	56000	57000	3000000
111	4	58500	57000	50000	1000000
112	4	58500	57000	50000	1500000
113	4	58500	57000	55000	4000000
114	4	58500	57000	50000	750000
115	4	58000	57000	55000	2500000
116	8	58500	57000	50000	1800000
117	4	58500	57000	50000	1000000
118	4	58500	57000	50000	2500000
119	4	58500	57000	57000	1400000
120	4	58500	56000	50000	1400000
121	4	58500	56000	57000	1000000
122	4	58500	56000	55000	1000000
123	4	58500	56000	50000	1500000
124	4	58500	57000	50000	1000000
125	4	58500	57000	57000	1600000
126	4	58000	57000	50000	500000
127	4	57500	57000	50000	500000
128	8	58500	57000	50000	1500000

Keterangan :

1. Y adalah permintaan susu Dancow balita dalam satuan kotak (800gr). (variabel terkait).
2. X1 adalah harga susu Dancow balita (variabel bebas)

3. X2 adalah harga produk pengganti susu merek lain dalam satuan rupiah. (variabel bebas)
4. X3 adalah harga produk pelengkap dalam satuan rupiah. (variabel bebas)
5. X4 adalah pendapatan dalam satuan rupiah. (variabel bebas)

Lampiran 3. Program SAS

```
title 'tesis';  
  
data susu;  
  
input y x1 x2 x3 x4 @@;
```



```
label y='total konsumsi dancow'
```

```
x1='harga susu dancow'
```

```
x2='harga produk pengganti'
```

```
x3='harga produk pelengkap'
```

```
x4='pendapatan konsumen';
```

```
lny=log(y);
```

```
lnx1=log(x1);
```

```
lnx2=log(x2);
```

```
lnx3=log(x3);
```

```
lnx4=log(x4);
```

```
cards;
```

```
4      58500 56000 57000 3000000
```

```
4      58000 56000 55000 1000000
```

```
4      58000 56000 50000 1000000
```

```
4      58000 56000 50000 1700000
```

```
4      58000 56000 57000 700000
```

```
4      58000 56000 50000 700000
```

```
4      58000 56000 50000 700000
```

```
5      58000 56000 55000 6000000
```

```
4      57500 56000 50000 2700000
```

```
4      58500 56000 50000 1600000
```

```
4      58500 56000 50000 1400000
```

```
4      58500 56000 57000 1000000
```

```
4      58500 56000 50000 1000000
```

```
4      58500 56000 50000 1400000
```

```
4      58500 56500 55000 1600000
```

```
4      58500 56500 57000 3000000
```

```
4      57500 56500 50000 2700000
```

```
4      57500 56500 50000 2500000
```

8	57500	56500	57000	5000000
4	57500	56500	50000	2700000
4	57500	56500	55000	1000000
4	57500	56500	50000	700000
4	57500	56500	57000	6000000
4	57500	56500	50000	3000000
5	57500	56000	57000	2700000
4	57500	56000	50000	1000000
4	58500	56000	50000	1600000
4	58500	56000	55000	4500000
4	58000	56000	50000	2400000
4	58500	56000	55000	1000000
3	58500	56000	50000	1000000
4	58500	56000	57000	700000
4	58500	56000	50000	3000000
4	58500	56000	55000	2800000
8	58500	56000	50000	3000000
4	58000	56000	55000	1400000
4	58000	56000	50000	1600000
4	58000	56000	50000	1600000
4	58000	56000	57000	1800000
4	58000	56000	50000	1800000
4	58000	56500	50000	2500000
7	58000	56500	55000	2700000
4	58000	56500	50000	6000000
4	58000	56500	50000	1000000
4	58000	56500	57000	700000
4	58500	56500	50000	700000
4	58500	56500	55000	1000000

3	58500	56500	50000	500000
4	58500	56500	50000	3000000
4	58500	56500	57000	2700000
4	58500	56500	50000	1600000
4	58500	56500	50000	1600000
5	58500	56500	55000	2200000
4	58500	56500	55000	2700000
4	58500	56500	57000	3000000
4	58500	56500	50000	3000000
4	58500	56500	55000	1000000
4	58500	56000	57000	1400000
4	58500	56000	50000	1400000
3	58500	56000	55000	700000
4	58500	56000	50000	700000
4	58500	56000	57000	1500000
4	58500	56000	50000	1400000
4	57500	56000	50000	1700000
4	58500	56000	50000	1800000
5	58500	56000	50000	2600000
4	58500	56000	50000	2500000
4	58500	56000	50000	5000000
5	58500	56000	55000	6000000
4	57500	56000	50000	3000000
4	58500	56000	50000	1500000
4	58500	56000	57000	1500000
4	58500	56000	50000	700000
4	58500	56000	50000	1000000
4	58000	56500	50000	1000000
5	58500	56500	57000	1400000

5	58500	56500	50000	1600000
4	58500	56500	50000	6000000
5	58500	56000	57000	1600000
10	58500	57000	50000	6000000
4	58500	56500	55000	2700000
5	58500	56500	50000	1600000
5	57500	56500	50000	6000000
6	58500	57000	57000	6000000
4	58500	57000	50000	1500000
4	58500	57000	55000	700000
4	58500	57000	50000	2000000
4	58000	57000	57000	500000
4	58000	57000	50000	1600000
4	58500	56500	50000	1000000
4	58500	57000	57000	1000000
4	58500	56000	50000	1500000
4	58000	57000	55000	600000
4	58500	57000	50000	700000
8	58500	56000	50000	3000000
4	58500	57000	57000	1400000
4	58500	57000	50000	1600000
4	57500	57000	50000	1800000
4	58500	56000	57000	500000
4	58500	57000	50000	500000
4	58500	56000	50000	1000000
4	58500	57000	50000	500000
4	57500	56000	55000	3000000
4	58500	46500	50000	5000000
4	58500	46500	50000	2000000

```

3      58500 57000 57000 1500000
4      58500 57000 50000 6000000
4      58000 46500 50000 1500000
4      58500 56000 50000 700000
4      58500 56000 57000 3000000
4      58500 57000 50000 1000000
4      58500 57000 50000 1500000
4      58500 57000 55000 4000000
4      58500 57000 50000 750000
4      58000 57000 55000 2500000
8      58500 57000 50000 1800000
4      58500 57000 50000 1000000
4      58500 57000 50000 2500000
4      58500 57000 57000 1400000
4      58500 56000 50000 1400000
4      58500 56000 57000 1000000
4      58500 56000 55000 1000000
4      58500 56000 50000 1500000
4      58500 57000 50000 1000000
4      58500 57000 57000 1600000
4      58000 57000 50000 500000
4      57500 57000 50000 500000
8      58500 57000 50000 1500000
;

proc print;
    title 'Regresi';
proc reg data=susu;
    model y = logx1 logx2 logx3 logx4;
run;

```

```

proc autoreg;
    model y = x1 x2 x3 x4/ dwprob nlag=2;
    output out=hasil r=galat;

proc autoreg;
    model y = x1 x2 x3 x4 galat;

proc univariate normal plot;

run;

data baru;

set hasil;

proc univariate data=baru;

var galat;

QQplot galat / NORMAL (MU=EST SIGMA=EST COLOR=black w=2)
HISTOGRAM galat/ NORMAL (COLOR=black w=3) CFILL=grey CFRAME=LIGR;

run;

proc reg data=susu;

    model y = x1 x2 x3 x4/ VIF;

run;

title 'uji park';

data baru1;

set hasil;

r2=galat**2;

lnr2=log(r2);

y=log(y);

x1=log(x1);

x2=log(x2);

x3=log(x3);

x4=log(x4);

proc reg data=baru1;

    model lnr2= x1 x2 x3 x4;

```

```

run;

title 'uji glejser';

data baru2;

set hasil;

Ar=abs (galat);

proc reg data=baru2;

    model Ar=x1 x2 x3 x4;

run;

title 'uji white';

data baru3;

set hasil;

r2=galat**2;

x12=x1**2;

x22=x2**2;

x32=x3**2;

x42=x4**2;

x12342=x1*x2*x3*x4;

proc reg data=baru3;

    model r2=x1 x2 x3 x4 x12 x22 x32 x42 x12342;

run;

title 'RLs';

proc reg;

model lny=lnx1 lnx2 lnx3 lnx4;

restrict lnx1+lnx2+lnx3+lnx4=0;

run;

```

Lampiran 4. Uji Asumsi *Restricted Least Square* (RLS)

The SAS System
The REG Procedure
Model: MODEL1

Dependent Variable: lny

NOTE: Restrictions have been applied to parameter estimates.

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	0.59749	0.19916	6.81	0.0003
Error	124	3.62813	0.02926		
Corrected Total	127	4.22561			

Root MSE	0.17105	R-Square	0.1414
Dependent Mean	1.43651	Adj R-Sq	0.1206
Coeff Var	11.90752		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	1.10465	0.08531	12.95	<.0001
lnx1	1	-0.59177	0.53591	-1.10	0.2716
lnx2	1	0.59607	0.49716	1.20	0.2328
lnx3	1	-0.10727	0.26833	-0.40	0.6900
lnx4	1	0.10296	0.02315	4.45	<.0001
RESTRICT	-1	0.00810	0.01156	0.70	0.4854*

* Probability computed using beta distribution.

Lampiran 5. Data Penelitian

The SAS System

Obs Salary Merkofmilkformulate priceofmilkformula substitution pricesubstitution

1	1,000,000	Dancow	58,000	Bendera1	56,000	.
2	1,000,000	Dancow	58,000	Bendera1	56,000	.
3	1,000,000	Dancow	58,500	Bendera1	56,000	.
4	1,000,000	Dancow	58,500	Bendera1	56,000	.
5	1,000,000	Dancow	57,500	SGM	56,500	.
6	1,000,000	Dancow	57,500	Bendera1	56,000	.
7	1,000,000	Dancow	58,500	Bendera1	56,000	.
8	1,000,000	Dancow	58,500	Bendera1	56,000	.
9	1,000,000	Dancow	58,000	SGM	56,500	.
10	1,000,000	Dancow	58,500	SGM	56,500	.
11	1,000,000	Dancow	58,500	SGM	58,500	.
12	1,000,000	Dancow	58,500	Bendera1	56,000	.
13	1,000,000	Dancow	58,000	SGM	56,500	.
14	1,000,000	Dancow	58,500	SGM	56,500	.
15	1,000,000	Dancow	58,500	Bendera1	57,000	.
16	1,000,000	Dancow	58,500	SGM	56,000	.
17	1,000,000	Dancow	58,500	Bendera1	57,000	.
18	1,000,000	Dancow	58,500	Bendera1	57,000	.
19	1,000,000	Dancow	58,500	SGM	56,000	.
20	1,000,000	Dancow	58,500	SGM	56,000	.
21	1,000,000	Dancow	58,500	Bendera1	57,000	.
22	1,400,000	Dancow	58,500	Bendera1	56,000	.
23	1,400,000	Dancow	58,500	Bendera1	56,000	.
24	1,400,000	Dancow	58,000	Bendera1	56,000	.
25	1,400,000	Dancow	58,500	Bendera1	58,500	.

26	1,400,000	Dancow	58,500	Bendera1	56,000	.
27	1,400,000	Dancow	58,500	Bendera1	56,000	.
28	1,400,000	Dancow	58,500	SGM	56,500	.
29	1,400,000	Dancow	58,500	Bendera1	57,000	.
30	1,400,000	Dancow	58,500	Bendera1	57,000	.
31	1,400,000	Dancow	58,500	SGM	56,000	.
32	1,500,000	Dancow	58,500	Bendera1	56,000	.
33	1,500,000	Dancow	58,500	Bendera1	56,000	.
34	1,500,000	Dancow	58,500	Bendera1	56,000	.
35	1,500,000	Dancow	58,500	Bendera1	57,000	.
36	1,500,000	Dancow	58,500	Dancowva	56,000	.
37	1,500,000	Dancow	58,500	Bendera1	57,000	.
38	1,500,000	Dancow	58,000	Bendera1	46,500	.
39	1,500,000	Dancow	58,500	Bendera1	57,000	.
40	1,500,000	Dancow	58,500	SGM	56,000	.

Obs Salary Merkofmilkformulate priceofmilkformula substitution pricesubstitution

41	1,500,000	Dancow	58,500	Bendera1	57,000	.
42	1,600,000	Dancow	58,500	Bendera1	56,000	.
43	1,600,000	Dancow	58,500	SGM	56,500	.
44	1,600,000	Dancow	58,500	Bendera1	56,000	.
45	1,600,000	Dancow	58,000	Bendera1	56,000	.
46	1,600,000	Dancow	58,000	Bendera1	58,000	.
47	1,600,000	Dancow	58,500	SGM	56,500	.
48	1,600,000	Dancow	58,500	SGM	56,500	.
49	1,600,000	Dancow	58,500	SGM	56,500	.

50	1,600,000	Dancow	58,500	Bendera1	56,000	.
51	1,600,000	Dancow	58,500	SGM	56,500	.
52	1,600,000	Dancow	58,000	Bendera1	57,000	.
53	1,600,000	Dancow	58,500	Bendera1	57,000	.
54	1,600,000	Dancow	58,500	Bendera1	57,000	.
55	1,700,000	Dancow	58,000	Bendera1	56,000	.
56	1,700,000	Dancow	57,500	Bendera1	56,000	.
57	1,800,000	Dancow	58,000	Bendera1	56,000	.
58	1,800,000	Dancow	58,000	Bendera1	56,000	.
59	1,800,000	Dancow	58,500	Bendera1	56,000	.
60	1,800,000	Dancow	57,500	Bendera1	57,000	.
61	1,800,000	Dancow	58,500	Bendera1	57,000	.
62	2,000,000	Dancow	58,500	Bendera1	57,000	.
63	2,000,000	Dancow	58,500	Bendera1	46,500	.
64	2,200,000	Dancow	58,500	SGM	56,500	.
65	2,400,000	Dancow	58,000	Bendera1	56,000	.
66	2,500,000	Dancow	57,500	SGM	56,500	.
67	2,500,000	Dancow	58,000	SGM	56,500	.
68	2,500,000	Dancow	58,500	Bendera1	56,000	.
69	2,500,000	Dancow	58,000	Bendera1	57,000	.
70	2,500,000	Dancow	58,500	Bendera1	57,000	.
71	2,600,000	Dancow	58,500	Bendera1	56,000	.
72	2,700,000	Dancow	57,500	Bendera1	56,000	.
73	2,700,000	Dancow	57,500	SGM	56,500	.
74	2,700,000	Dancow	57,500	SGM	56,500	.
75	2,700,000	Dancow	57,500	Bendera1	56,000	.

76	2,700,000	Dancow	58,000	SGM	56,500	.
77	2,700,000	Dancow	58,500	SGM	56,500	.
78	2,700,000	Dancow	58,500	SGM	56,500	.
79	2,700,000	Dancow	58,500	SGM	56,500	.
80	2,800,000	Dancow	58,500	Bendera1	56,000	.
81	3,000,000	Dancow	58,500	Bendera1	56,000	.
82	3,000,000	Dancow	58,500	SGM	56,500	.
83	3,000,000	Dancow	57,500	SGM	56,500	.
84	3,000,000	Dancow	58,500	Bendera1	56,000	.
85	3,000,000	Dancow	58,500	Bendera1	56,000	.
86	3,000,000	Dancow	58,500	SGM	56,500	.
87	3,000,000	Dancow	58,500	SGM	56,500	.
88	3,000,000	Dancow	58,500	SGM	56,500	.
89	3,000,000	Dancow	57,500	Bendera1	56,000	.
90	3,000,000	Dancow	58,500	SGM	56,000	.
91	3,000,000	Dancow	57,500	SGM	56,000	.
92	3,000,000	Dancow	58,500	SGM	56,000	.
93	4,000,000	Dancow	58,500	Bendera1	57,000	.
94	4,500,000	Dancow	58,500	Bendera1	56,000	.
95	5,000,000	Dancow	57,500	SGM	56,500	.
96	5,000,000	Dancow	58,500	Bendera1	56,000	.
97	5,000,000	Dancow	58,500	Bendera1	46,500	.
98	500,000	Dancow	58,500	SGM	56,500	.
99	500,000	Dancow	58,000	Bendera1	57,000	.
100	500,000	Dancow	58,500	Dancowma	56,000	
101	500,000	Dancow	58,500	Bendera1	57,000	.

102	500,000	Dancow	58,500	Bendera1	57,000	.
103	500,000	Dancow	58,000	Bendera1	57,000	.
104	500,000	Dancow	57,500	Bendera1	57,000	.
105	6,000,000	Dancow	58,000	Bendera1	56,000	.
106	6,000,000	Dancow	57,500	SGM	56,500	.
107	6,000,000	Dancow	58,000	SGM	56,500	.
108	6,000,000	Dancow	58,500	Bendera1	56,000	.
109	6,000,000	Dancow	58,500	SGM	56,500	.
110	6,000,000	Dancow	58,500	Bendera1	57,000	.
111	6,000,000	Dancow	57,500	SGM	56,500	.
112	6,000,000	Dancow	58,500	Bendera1	57,000	.
113	6,000,000	Dancow	58,500	Bendera1	57,000	.
114	600,000	Dancow	58,000	Bendera1	57,000	.
115	700,000	Dancow	58,000	Bendera1	56,000	.
116	700,000	Dancow	58,000	Bendera1	56,000	.
117	700,000	Dancow	58,000	Bendera1	56,000	.
118	700,000	Dancow	57,500	SGM	56,500	.
119	700,000	Dancow	58,500	Bendera1	56,000	.
120	700,000	Dancow	58,000	SGM	56,500	.
121	700,000	Dancow	58,500	SGM	56,500	.
122	700,000	Dancow	58,500	Bendera1	56,000	.
123	700,000	Dancow	58,500	Bendera1	56,000	.
124	700,000	Dancow	58,500	Bendera1	56,000	.
125	700,000	Dancow	58,500	Bendera1	57,000	.
126	700,000	Dancow	58,500	Bendera1	57,000	.
127	700,000	Dancow	58,500	SGM	56,000	.

128 750,000	Dancow	58,500	Bendera1	57,000
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Lampiran 6. Uji *Ordinary Least Square* (OLS)

Regresi

The REG Procedure

Model: MODEL1
 Dependent Variable: y
 Analysis of Variance

Source	DF	Sum of Mean		F Value	Pr > F
		Squares	Square		
Model	4	18.51683	4.62921	5.00	0.0009
Error	123	113.78786	0.92510		
Corrected Total	127	132.30469			

Root MSE	0.96182	R-Square	0.1400
Dependent Mean	4.28906	Adj R-Sq	0.1120
Coeff Var	22.42503		

Parameter Estimates

Variable Inflation	DF	Parameter		Standard Variance	
		Estimate	Error	t Value	Pr > t
Intercept 0	1	-9.52431	14.36068	-0.66	0.5084
x1 1.02162	1	0.00017481	0.00023969	0.73	0.4672
x2 1.02157	1	0.00007186	0.00005545	1.30	0.1974
x3 1.02372	1	-0.00001783	0.00002840	-0.63	0.5311
x4 1.02875	1	2.596802E-7	5.93304E-8	4.38	<.0001

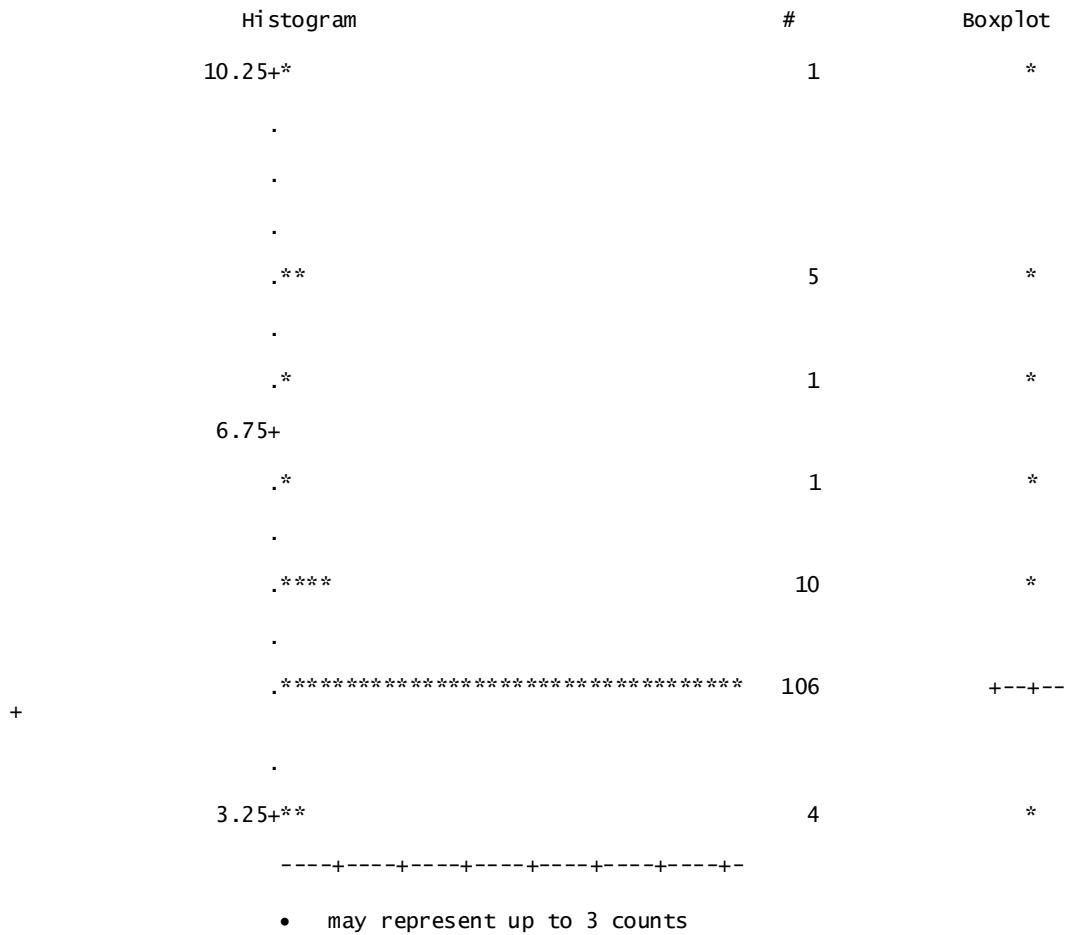
Lampiran 7. Uji Normalitas

a. Uji Normalitas Variabel Terikat Y (Permintaan susu Dancow balita)

Tests for Normality

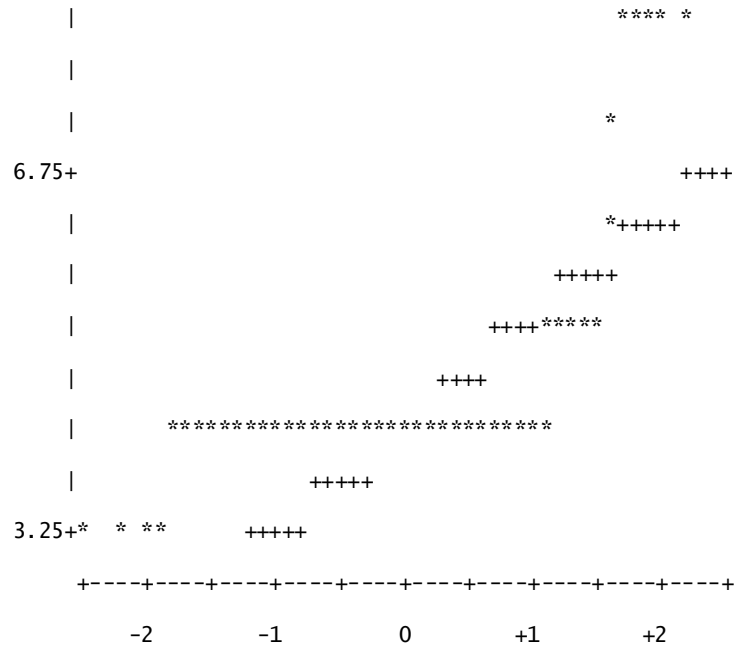
Test --Statistic--- -----p Value-----

Shapiro-wilk	W	0.43414	Pr < W	<0.0001
Kolmogorov-Smirnov	D	0.470866	Pr > D	<0.0100
Cramer-von Mises	W-Sq	6.642883	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	31.70581	Pr > A-Sq	<0.0050



Normal Probability Plot



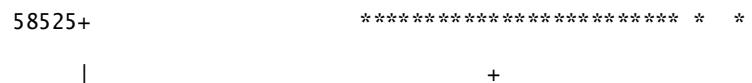


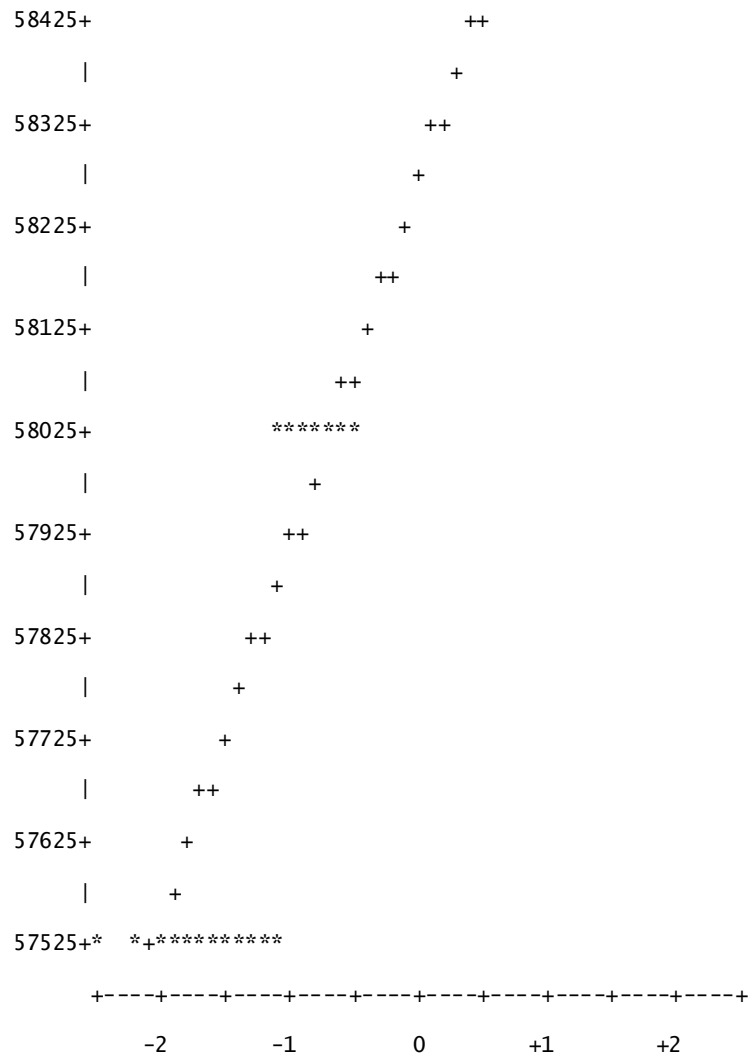
b. Uji Normalitas Variabel bebas X1 (Harga susu Dancow balita)

Tests for Normality

Test		--Statistic---		-----p Value-----
Shapiro-wilk	W	0.645119	Pr < W	<0.0001
Kolmogorov-Smirnov	D	0.410902	Pr > D	<0.0100
Cramer-von Mises	W-Sq	3.865962	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	20.97676	Pr > A-Sq	<0.0050

Normal Probability Plot



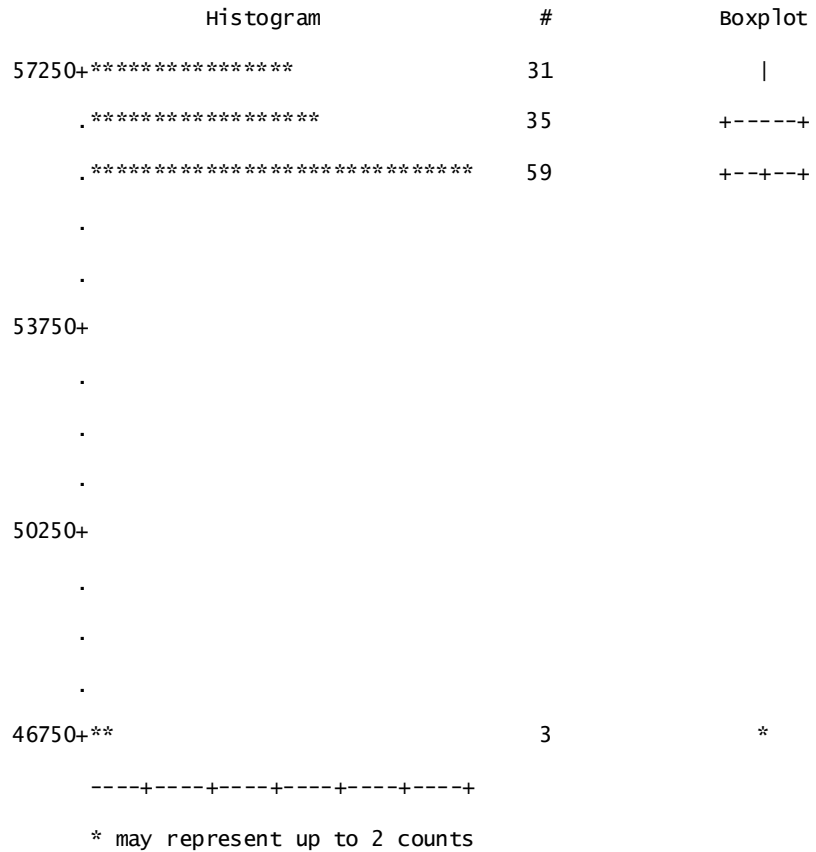


c. Uji Normalitas Variabel bebas X2 (Harga produk pengganti)

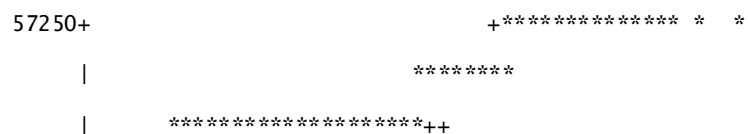
Tests for Normality

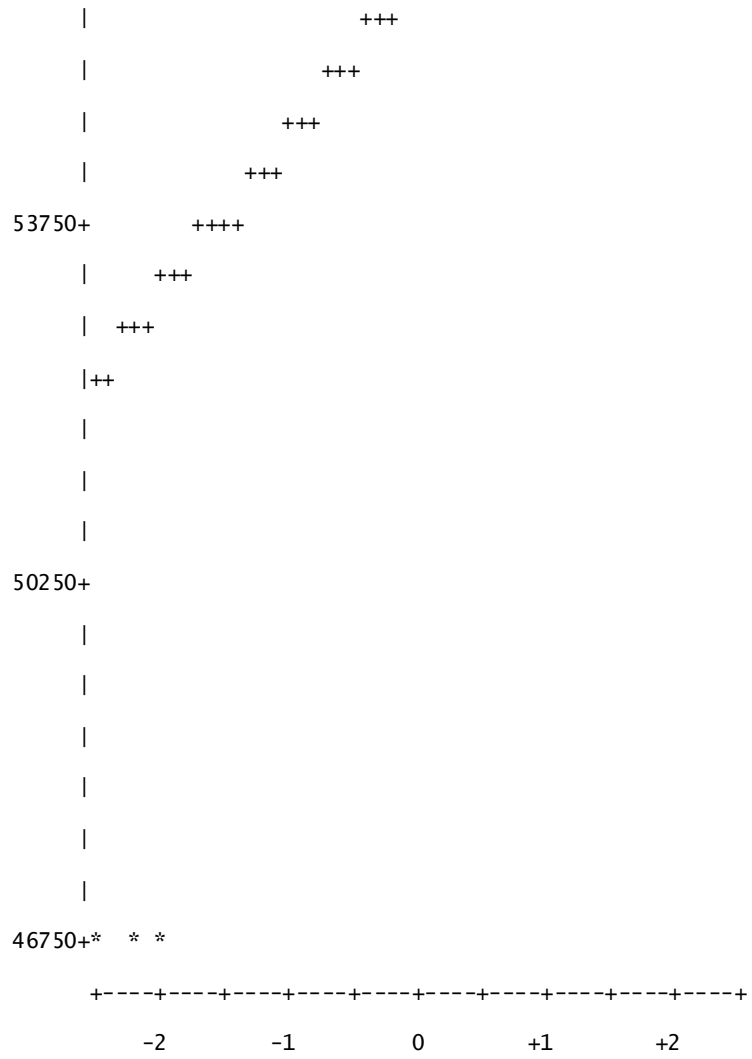
Test --Statistic--- -----p Value-----

Shapiro-wilk	W	0.326085	Pr < W	<0.0001
Kolmogorov-Smirnov	D	0.436562	Pr > D	<0.0100
Cramer-von Mises	W-Sq	4.884913	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	25.82577	Pr > A-Sq	<0.0050



Normal Probability Plot





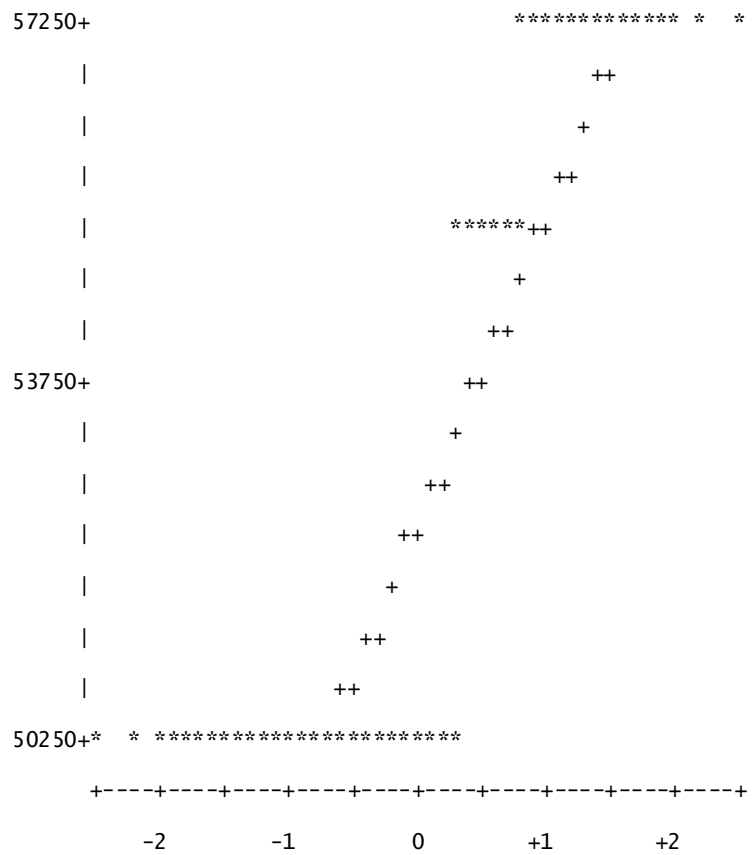
d. Uji Normalitas Variabel bebas X3 (Harga produk pelengkap)

Tests for Normality

Test	--Statistic---	-----p Value-----
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Shapiro-wilk	W	0.67318	Pr < W	<0.0001
Kolmogorov-Smirnov	D	0.395978	Pr > D	<0.0100
Cramer-von Mises	W-Sq	3.563852	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	19.97317	Pr > A-Sq	<0.0050

Normal Probability Plot



e. Uji Normalitas Variabel bebas X4 (Pendapatan konsumen)

Tests for Normality

Test	Statistic	p Value
Shapiro-wilk	W 0.804173	Pr < W <0.0001

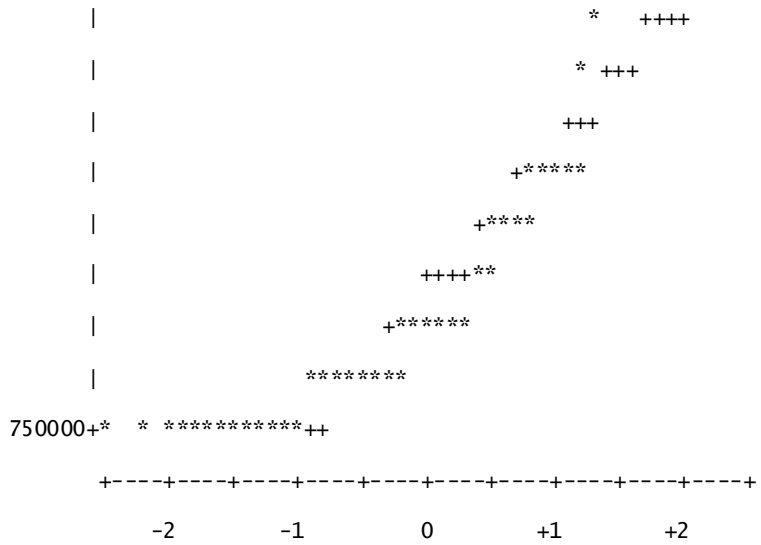
Kolmogorov-Smirnov	D	0.208765	Pr > D	<0.0100
Cramer-von Mises	W-Sq	1.24066	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	7.919929	Pr > A-Sq	<0.0050

Stem Leaf	#	Boxplot
6 000000000	9	0
5		
5 000	3	
4 5	1	
4 0	1	
3		
3 00000000000	12	
2 55555677777778	15	+-----+
2 0024	4	+
1 555555555566666666666666667788888	30	*-----*
1 00000000000000000000444444444	31	+-----+
0 55555567777777777778	22	
		-----+-----+-----+-----+-----+-----+

Multiply Stem.Leaf by 10**+6

Normal Probability Plot

6250000+	***** * *
	++
	** +++

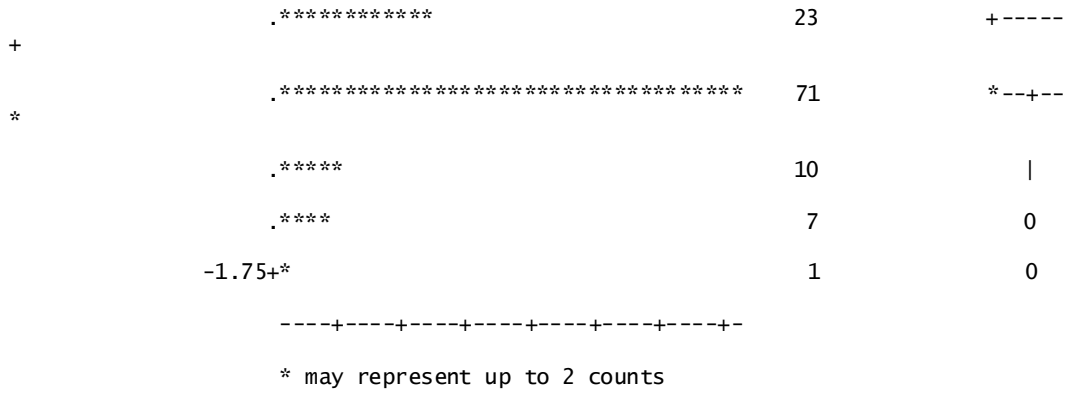


f. Uji Normalitas galat

Tests for Normality

Test	--Statistic---		-----p Value-----	
Shapiro-wilk	W	0.677888	Pr < W	<0.0001
Kolmogorov-Smirnov	D	0.284532	Pr > D	<0.0100
Cramer-von Mises	W-Sq	2.435597	Pr > W-Sq	<0.0050
Anderson-Darling	A-Sq	13.23579	Pr > A-Sq	<0.0050

Histogram	#	Boxplot
4.25+*	1	*
.*	2	*
.**	3	*
.*	1	*
1.25+*	1	0
.****	8	0



Normal Probability Plot

