

Lampiran 8
Hasil Analisis Jalur (Path Analysis)

Tahap 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416 ^a	0.173	0.161	1.64545

a. Predictors: (Constant), *Celebrity Endorser*, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.472	1.796		8.613	0.000
	Harga	-0.094	0.043	-0.172	-2.213	0.029
	Celebrity Endorser	0.352	0.072	0.381	4.907	0.000

a. Dependent Variable: *Brand Image*

Tahap 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382 ^a	0.146	0.127	2.37717

a. Predictors: (Constant), *Brand Image*, Harga, *Celebrity Endorser*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.626	3.222		3.298	0.001
	Harga	0.129	0.063	0.165	2.049	0.042
	Celebrity Endorser	0.299	0.112	0.229	2.660	0.009
	Brand Image	0.289	0.123	0.204	2.338	0.021

a. Dependent Variable: Keputusan Pembelian