

## Lampiran 6

### Hasil Uji Analisis Regresi Linier Berganda

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Harga, Celebrity Endorser, Citra Merek <sup>b</sup>	.	Enter
a. Dependent Variable: Keputusan Pembelian			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775 <sup>a</sup>	,600	,593	2,818
a. Predictors: (Constant), Harga, Celebrity Endorser, Citra Merek				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1861,054	3	620,351	78,127	,000 <sup>b</sup>
	Residual	1238,690	156	7,940		
	Total	3099,744	159			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Harga, Celebrity Endorser, Citra Merek						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,990	1,858		4,300	,000
	Celebrity Endorser	,171	,072	,141	2,375	,019
	Citra Merek	,532	,099	,385	5,397	,000
	Harga	,435	,077	,379	5,670	,000

a. Dependent Variable: Keputusan Pembelian