

Lampiran 20.

Regression 1.

Descriptive Statistics

	Mean	Std. Deviation	N
frekuensi beli	2,0000	,53074	72
image	3,4444	,50039	72
harga	3,0694	,71850	72
rating	3,2778	,65482	72
frekuensi AE	3,1667	,73158	72

Correlations

		frekuensi beli	image	harga	rating	frekuensi AE
Pearson Correlation	frekuensi beli	1,000	,212	,443	,365	,653
	image	,212	1,000	,657	,693	,449
	harga	,443	,657	1,000	,827	,728
	rating	,365	,693	,827	1,000	,608
	frekuensi AE	,653	,449	,728	,608	1,000
Sig. (1-tailed)	frekuensi beli		,037	,000	,001	,000
	image	,037		,000	,000	,000
	harga	,000	,000		,000	,000
	rating	,001	,000	,000		,000
	frekuensi AE	,000	,000	,000	,000	
N	frekuensi beli	72	72	72	72	72
	image	72	72	72	72	72
	harga	72	72	72	72	72
	rating	72	72	72	72	72
	frekuensi AE	72	72	72	72	72

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	frekuensi AE, image, rating, harga ^a		Enter

a. All requested variables entered.

b. Dependent Variable: frekuensi beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,659 ^a	,435	,401	,41073

a. Predictors: (Constant), frekuensi AE, image, rating, harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,697	4	2,174	12,889	,000 ^a
	Residual	11,303	67	,169		
	Total	20,000	71			

a. Predictors: (Constant), frekuensi AE, image, rating, harga

b. Dependent Variable: frekuensi beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,761	,356		2,139	,036
	image	-,119	,138	-,112	-,861	,392
	harga	-1,308E-02	,143	-,018	-,092	,927
	rating	2,824E-02	,141	,035	,200	,842
	frekuensi AE	,504	,097	,695	5,177	,000

a. Dependent Variable: frekuensi beli