

LAMPIRAN 7

HASIL UJI ANALISIS JALUR (*PATH ANALYSIS*) TAHAP I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.356	1.207		1.123	0.263
	kualitasproduk	0.460	0.064	0.518	7.135	0.000
	harga	0.260	0.055	0.344	4.731	0.000

a. Dependent Variable: CitraMerek

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	643.009	2	321.505	120.782	.000 ^b
	Residual	364.676	137	2.662		
	Total	1007.686	139			

a. Dependent Variable: CitraMerek

b. Predicators: (Constants), Harga, KualitasProduk

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	0.638	0.633	1.632

a. Predicators: (Constants), Harga, KualitasProduk