

## LAMPIRAN 8

## HASIL UJI ANALISIS JALUR (PATH ANALYSIS) TAHAP II

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.919	1.181		-0.778	0.438
	kualitasproduk	0.230	0.074	0.242	3.121	0.002
	harga	0.209	0.058	0.258	3.623	0.000
	citramerek	0.453	0.083	0.423	5.443	0.000

a. Dependent Variable: KeputusanPembelian

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	811.665	3	270.555	107.126	.000 <sup>b</sup>
	Residual	343.478	136	2.526		
	Total	1155.143	139			

a. Dependent Variable: Keputusan\_Pembelian

b. Predictors: (Constant), Citra Merek, Harga, KualitasProduk

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 <sup>a</sup>	0.703	0.696	1.589

a. Predictors: (Constant), CitraMerek, Harga, KualitasProduk