

Lampiran 8

Hasil Uji Analisis Jalur Tahap I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950 ^a	.903	.901	.723

a. Predictors: (Constant), harga, kualitas_produk

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	712.532	2	356.266	680.665	.000 ^b
	Residual	76.941	147	.523		
	Total	789.473	149			

a. Dependent Variable: citra_merek

b. Predictors: (Constant), harga, kualitas_produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.822	.618		1.329	.186
	kualitas_produk	.229	.037	.342	6.140	.000
	harga	.560	.049	.633	11.361	.000

a. Dependent Variable: citra_merek

Lampiran 9

Hasil Uji Analisis Jalur Tahap II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.775	.770	.895

a. Predictors: (Constant), citra_merek, kualitas_produk, harga

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	402.512	3	134.171	167.453	.000 ^b
	Residual	116.982	146	.801		
	Total	519.493	149			

a. Dependent Variable: keputusan_pembelian

b. Predictors: (Constant), citra_merek, kualitas_produk, harga

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.549	.770		.714	.476
	kualitas_produk	.340	.052	.627	6.575	.000
	harga	.691	.084	.963	8.265	.000
	citra_merek	.594	.102	.733	5.825	.000

a. Dependent Variable: keputusan_pembelian