

Lampiran 7 Analisis Regresi Linier Berganda

1. Analisis Linier Berganda

		Coefficients ^a				
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.260	2.482		0.508	0.612
	<i>Celebrity Endorser</i>	0.100	0.034	0.167	2.934	0.004
	Kualitas Produk	0.407	0.078	0.310	5.180	0.000
	Harga	0.900	0.099	0.545	9.108	0.000

a. Dependent Variable: Keputusan Pembelian

2. Uji F

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1775,327	3	591,776	54,378	,000 ^b
	Residual	1588,867	146	10,883		
	Total	3364,193	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

3. Uji t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.260	2.482		.508	.612
<i>Celebrity Endorser</i>	.100	.034	.167	2.934	.004
Kualitas Produk	.407	.078	.310	5.180	.000
Harga	.900	.099	.545	9.108	.000

a. Dependent Variable: Keputusan Pembelian

4. Koefisien Determinasi (R^2)Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726 ^a	.528	.518	3,29889	1,900

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y