

LAMPIRAN 8

Hasil Uji Analisis Jalur (*Path Analysis*) Tahap I

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Direct Marketing, Advertising ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,622 ^a	,387	,377	2,56046

a. Predictors: (Constant), Direct Marketing, Advertising

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	525,863	2	262,931	40,106	,000 ^b
	Residual	832,607	127	6,556		
	Total	1358,469	129			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Direct Marketing, Advertising

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,434	1,919		7,523	,000
	Advertising	,422	,135	,290	3,131	,002
	Direct Marketing	,697	,165	,391	4,211	,000

a. Dependent Variable: Keputusan Pembelian