

## 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)	1,995	,867		2,300	,023
	KUALITAS LAYANAN	,553	,028	,616	19,894	,000
	PROMOSI	,221	,041	,157	5,333	,000
	KEPERCAYAAN	,664	,053	,376	12,502	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1446,500	3	482,167	457,494	,000 <sup>b</sup>
	Residual	153,874	146	1,054		
	Total	1600,373	149			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KEPERCAYAAN, PROMOSI, KUALITAS LAYANAN

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,951 <sup>a</sup>	,904	,902	1,027

a. Predictors: (Constant), KEPERCAYAAN, PROMOSI, KUALITAS LAYANAN