

UJI REGRESI VARIABEL X DENGAN VARIABEL Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.167 ^a	.028	.018	4.316

a. Predictors: (Constant), Brand_Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.352	1	52.352	2.810	.097 ^b
	Residual	1825.808	98	18.631		
	Total	1878.160	99			

a. Dependent Variable: Pengaruh_Kredibilitas

b. Predictors: (Constant), Brand_Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	39.808	3.885		10.247	.000
	Brand_Image	.320	.191	.167	1.676	.097

a. Dependent Variable: Pengaruh_Kredibilitas