

## LAMPIRAN 8

### Uji Regresi Linier Berganda

#### Analisis Regresi Berganda

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,185	,853		2,560	,011
	Citra_Merek	,255	,062	,278	4,134	,000
	Kualitas_Produk	,162	,042	,319	3,857	,000
	Harga	,320	,073	,337	4,385	,000

a. Dependent Variable: Keputusan\_Pembelian

#### Uji F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	899,563	3	299,854	136,293	,000 <sup>b</sup>
	Residual	321,210	146	2,200		
	Total	1220,773	149			

a. Dependent Variable: Keputusan\_Pembelian

b. Predictors: (Constant), Harga, Citra\_Merek, Kualitas\_Produk

#### Uji t

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