

Lampiran 8
Hasil Uji Analisis Jalur Tahap I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	0.821	0.818	1.251

a. Predictors: (Constant), citra_merek, kualitas_produk

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	769.213	2	384.607	245.722	.000 ^b
	Residual	167.477	107	1.565		
	Total	936.691	109			

a. Dependent Variable: minat_beli

b. Predictors: (Constant), citra_merek, kualitas_produk

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.288	1.221		2.692	0.008
	kualitas_produk	0.690	0.078	0.627	8.817	0.000
	citra_merek	0.356	0.079	0.319	4.485	0.000

a. Dependent Variable: minat_beli

Lampiran 9
Hasil Uji Analisis Jalur Tahap II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	0.822	0.817	0.866

a. Predictors: (Constant), minat_beli, citra_merek, kualitas_produk

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	366.224	3	122.075	162.870	.000 ^b
	Residual	79.449	106	0.750		
	Total	445.673	109			

a. Dependent Variable: keputusan_pembelian

b. Predictors: (Constant), minat_beli, citra_merek, kualitas_produk

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.950	0.873		1.087	0.279
	kualitas_produk	0.350	0.071	0.461	4.923	0.000
	citra_merek	0.150	0.060	0.195	2.510	0.014
	minat_beli	0.438	0.067	0.636	6.554	0.000

a. Dependent Variable: keputusan_pembelian