

## Lampiran X: Hasil Uji Analisis Jalur Tahap II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,750 <sup>a</sup>	,562	,551	1,557

a. Predictors: (Constant), MINAT\_BELI, CITRA\_MERЕК, HARGA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	360,473	3	120,158	49,581	,000 <sup>b</sup>
	Residual	281,119	116	2,423		
	Total	641,592	119			

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN

b. Predictors: (Constant), MINAT\_BELI, CITRA\_MERЕК, HARGA

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,437	1,457		1,673	,097
	CITRA_MERЕК	,270	,082	,251	3,314	,001
	HARGA	,239	,068	,281	3,532	,001
	MINAT_BELI	,397	,084	,367	4,707	,000

a. Dependent Variable: KEPUTUSAN\_PEMBELIAN