

Lampiran IX: Hasil Uji Analisis Jalur Tahap I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,616 ^a	,380	,369	1,708

a. Predictors: (Constant), HARGA, CITRA_MERЕК

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208,788	2	104,394	35,783	,000 ^b
	Residual	341,337	117	2,917		
	Total	550,125	119			

a. Dependent Variable: MINAT_BELI

b. Predictors: (Constant), HARGA, CITRA_MERЕК

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,720	1,561		2,383	,019
	CITRA_MERЕК	,280	,086	,281	3,268	,001
	HARGA	,331	,068	,419	4,878	,000

a. Dependent Variable: MINAT_BELI