

Lampiran 8

Analisis Jalur (*Path Analysis*)

Tahap 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,423 ^a	,179	,168	,987	1,746

a. Predictors: (Constant), Keragaman Produk, Persepsi Harga, Kualitas Pelayanan

b. Dependent Variable: Minat Beli

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,034	1,052		4,787	,000	
	Persepsi Harga	-,036	,045	-,050	-,813	,417	,984
	Kualitas Pelayanan	-,006	,016	-,024	-,381	,704	,979
	Keragaman Produk	,205	,030	,421	6,859	,000	,995

a. Dependent Variable: Minat Beli

Tahap 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,521 ^a	,271	,258	1,943	1,885

a. Predictors: (Constant), Minat Beli, Kualitas Pelayanan, Persepsi Harga, Keragaman Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	19,426	2,175		8,930	,000		
1 Persepsi Harga	-,301	,088	-,199	-3,412	,001	,981	1,020
Kualitas Pelayanan	,248	,031	,467	7,997	,000	,978	1,022
Keragaman Produk	,100	,065	,098	1,539	,125	,819	1,221
Minat Beli	-,427	,133	-,205	-3,208	,002	,821	1,218

a. Dependent Variable: Keputusan Pembelian