

LAMPIRAN 11
KOEFESIEN DETERMINAN (R^2)

Model Summary^b				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
,796 ^a	,634	,627	1,757	1,699
a. Predictors: (Constant), Kualitas_Produk, Harga,Citra_Merek				
b. Dependent Variable: Keputusan_pembelian				