

Lampiran 8

Hasil Uji Tahap 1

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 1,888 | 1,260 | | 1,498 | ,136 |
| 1 Kualitas Produk | ,449 | ,060 | ,539 | 7,464 | ,000 |
| Harga | ,362 | ,076 | ,346 | 4,798 | ,000 |

a. Dependent Variable: Kepuasan Konsumen

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,840 ^a | ,706 | ,702 | 1,91906 |

a. Predictors: (Constant), Harga, Kualitas Produk

Lampiran 9

Hasil Uji Tahap 2

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 2,221 | ,774 | | 2,870 | ,005 |
| | Kualitas Produk | ,087 | ,043 | ,176 | 2,031 | ,044 |
| | Harga | ,101 | ,049 | ,163 | 2,045 | ,043 |
| | Kepuasan Konsumen | ,322 | ,049 | ,544 | 6,516 | ,000 |

a. Dependent Variable: Keputusan Pembelian

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,831 ^a | ,691 | ,685 | 1,16980 |

a. Predictors: (Constant), Kepuasan Konsumen, Harga, Kualitas Produk