

LAMPIRAN 9

Hasil Analisis Jalur (Path Analysis)Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 8.962 | 1.998 | | 4.486 | .000 |
| Celebrity Endorsement | .420 | .107 | .370 | 3.943 | .000 |

a. Dependent Variable: *Brand Awareness*
 Sumber : Hasil Output Software Statistik 2018

Tahap 1

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .370 ^a | .137 | .128 | 3.001 |

a. Predictors: (Constant), *Celebrity Endorsement*
 Sumber : Hasil Output Software Statistik, 2018

Tahap 2

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 5.705 | 2.290 | | 2.491 | .014 |
| Celebrity Endorsement | .408 | .120 | .293 | 3.406 | .001 |
| Brand Awareness | .544 | .105 | .444 | 5.158 | .000 |

a. Dependent Variable: *Purchase Intention*
 Sumber : Hasil Output Software Statistik, 2018

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .616 ^a | .380 | .367 | 3.134 |

a. Predictors: (Constant), *Brand Awareness*, *Celebrity Endorsement*
 Sumber : Hasil Output Software Statistik, 2018