

Lampiran VIII: Hasil Uji Analisis Jalur Tahap I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,778 ^a	,606	,369	1,508

a. Predictors: (Constant), HARGA, CITRA_MEREK

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	478,713	2	239,357	105,297	,000 ^b
	Residual	311,442	137	2,273		
	Total	790,136	139			

a. Dependent Variable: MINAT_BELI

b. Predictors: (Constant), HARGA, CITRA_MEREK

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,138	1,380		5,171	,000
	CITRA_MEREK	,517	,087	,442	5,931	,000
	HARGA	,356	,066	,403	5,409	,000

a. Dependent Variable: MINAT_BELI