

Lampiran IX: Hasil Uji Analisis Jalur Tahap II

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652 ^a	,425	,413	1,100

a. Predictors: (Constant), MINAT_BELI, CITRA_MERЕК, HARGA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121,877	3	40,626	33,548	,000 ^b
	Residual	164,694	136	1,211		
	Total	286,571	139			

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

b. Predictors: (Constant), MINAT_BELI, CITRA_MERЕК, HARGA

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,781	1,101		8,880	,000
	CITRA_MERЕК	,169	,071	,240	2,365	,019
	HARGA	,035	,053	,066	,664	,508
	MINAT_BELI	,244	,062	,404	3,906	,000

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Lampiran IX: Hasil Uji Analisis Jalur Tahap II sudah di Trimming

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,651 ^a	,423	,415	1,098

a. Predictors: (Constant), MINAT_BELI, CITRA_MERЕК

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121,343	2	60,671	50,306	,000 ^b
	Residual	165,229	137	1,206		
	Total	286,571	139			

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

b. Predictors: (Constant), MINAT_BELI, CITRA_MERЕК

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,895	1,086		9,115	,000
	CITRA_MERЕК	,186	,066	,265	2,821	,005
	MINAT BELI	,261	,056	,433	4,620	,000

a. Dependent Variable: KEPUTUSAN_PEMBELIAN