

LAMPIRAN 10 : Hasil Uji Hipotesis

1. Hasil Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.224	1.860		1.196	.233
	KUALITAS PRODUK	.223	.070	.264	3.182	.002
	<i>BRAND AMBASSADOR</i>	.322	.078	.366	4.139	.000
	IKLAN	.225	.075	.195	3.012	.003

a. Dependent Variable: KEPUTUSAN PEMBELIAN
 Sumber : Hasil Output Software Statistik (2018)

2. Uji Secara Bersama-sama (Uji F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725.088	3	241.696	66.763	.000 ^a
	Residual	637.156	176	3.620		
	Total	1362.244	179			

a. Predictors: (Constant), IKLAN, KUALITAS PRODUK, *BRAND AMBASSADOR*

b. Dependent Variable: KEPUTUSAN PEMBELIAN
 Sumber : Hasil Output Software Statistik (2018)

3. Uji Parsial (Uji t)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.224	1.860		1.196	.233
KUALITAS PRODUK	.223	.070	.264	3.182	.002
BRAND AMBASSADOR	.322	.078	.366	4.139	.000
IKLAN	.225	.075	.195	3.012	.003

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Sumber : Hasil Output Software Statistik (2018)

4. Koefisien Determinasi (R^2)**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.532	.524	1.90268

a. Predictors: (Constant), IKLAN, KUALITAS PRODUK, BRAND AMBASSADOR

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Sumber : Hasil Output Software Statistik (2018)