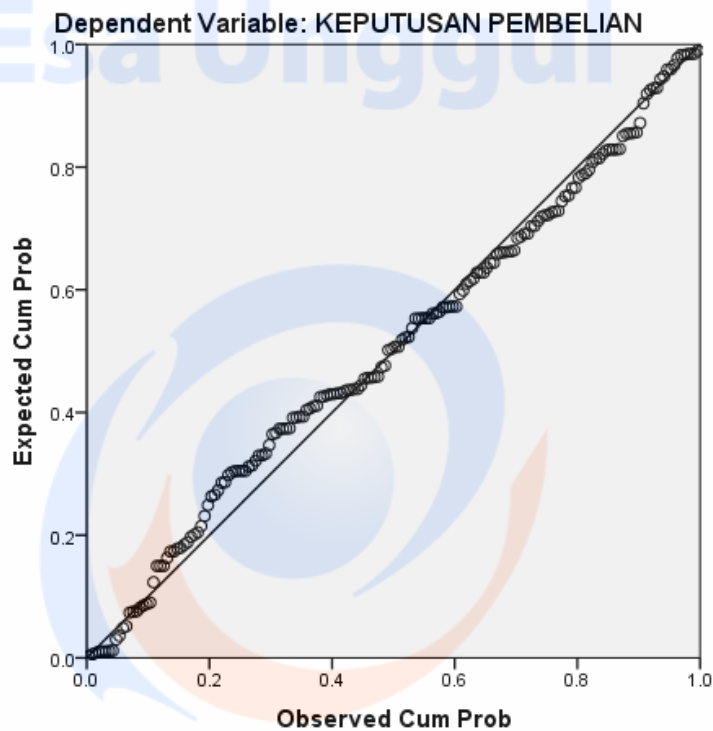


LAMPIRAN 9 : Hasil Uji Asumsi Klasik

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



2. Uji Multikolinearitas

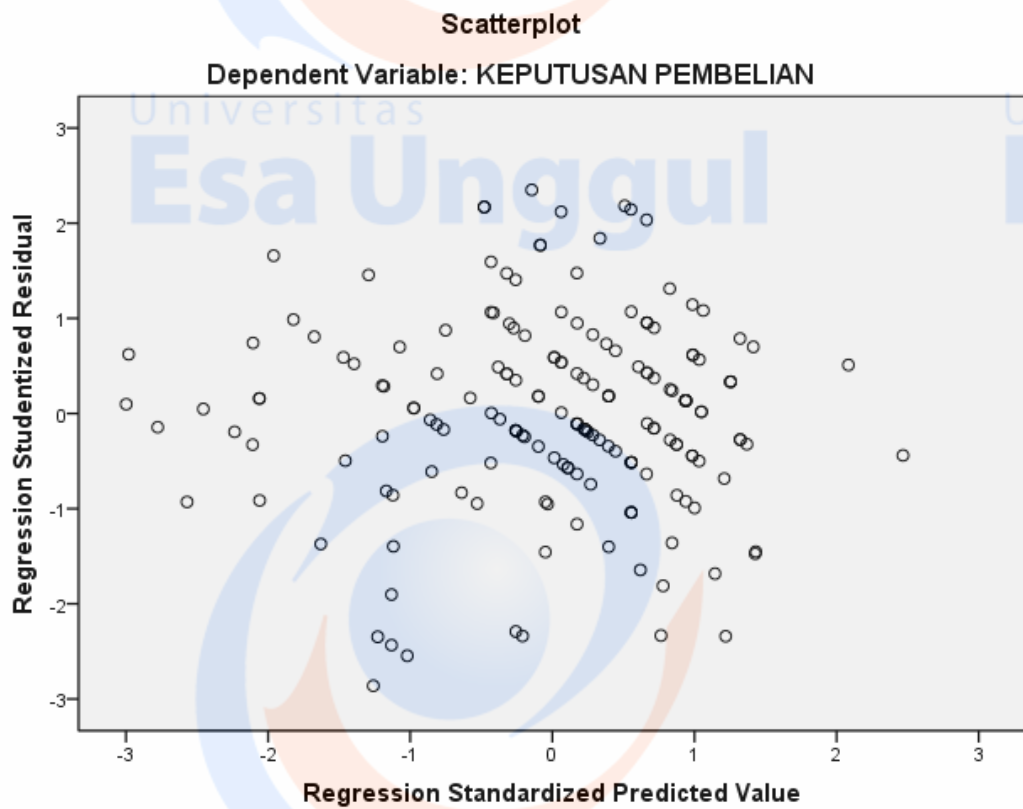
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.224	1.860		1.196	.233		
KUALITAS PRODUK	.223	.070	.264	3.182	.002	.385	2.594
BRAND AMBASSADOR	.322	.078	.366	4.139	.000	.339	2.946
IKLAN	.225	.075	.195	3.012	.003	.634	1.577

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Sumber : Hasil Output Software Statistik (2018)

3. Uji Heteroskedastisitas



Sumber : Hasil Output Software Statistik (2018)