

Lampiran 10

Nilai Koefisien Regresi Dan Uji Signifikan Tahap 1

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Lokasi, Harga ^b	.	Enter
a. Dependent Variable: Citra Merek			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,388 ^a	,151	,140	1,87751
a. Predictors: (Constant), Lokasi, Harga				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98,262	2	49,131	13,938	,000 ^b
	Residual	553,431	157	3,525		
	Total	651,694	159			
a. Dependent Variable: Citra Merek						
b. Predictors: (Constant), Lokasi, Harga						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,538	1,975		7,360	,000
	Harga	,224	,093	,179	2,411	,017
	Lokasi	,288	,067	,320	4,302	,000
a. Dependent Variable: Citra Merek						