

## Lampiran 11

## Nilai Koefisien Regresi Dan Uji Signifikan Tahap 2

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Harga, Lokasi <sup>b</sup>	.	Enter
a. Dependent Variable: Keputusan Pembelian			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,583 <sup>a</sup>	,340	,327	2,23664
a. Predictors: (Constant), Citra Merek, Harga, Lokasi				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	401,976	3	133,992	26,785	,000 <sup>b</sup>
	Residual	780,399	156	5,003		
	Total	1182,375	159			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Citra Merek, Harga, Lokasi						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,499	2,729		4,214	,000
	Harga	,082	,113	,049	,730	,467
	Lokasi	,324	,084	,267	3,843	,000
	Citra Merek	,565	,095	,419	5,942	,000
a. Dependent Variable: Keputusan Pembelian						