

## Lampiran 12

**Hasil Output Model *Trimming***

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

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,581 <sup>a</sup>	,338	,329	2,23331
a. Predictors: (Constant), Citra Merek, Lokasi				

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	399,314	2	199,657	40,030	,000 <sup>b</sup>
	Residual	783,061	157	4,988		
	Total	1182,375	159			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Citra Merek, Lokasi						

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,257	2,520		4,864	,000
	Lokasi	,328	,084	,271	3,911	,000
	Citra Merek	,578	,093	,429	6,201	,000
a. Dependent Variable: Keputusan Pembelian						