

Lampiran 10

Hasil Uji Hipotesis

Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	2,727		
	Diferensiasi Produk	,155	,029	,337	5,357	,000
	Brand Image	,247	,081	,186	3,046	,003
	Harga	,306	,059	,321	5,227	,000

a. Dependent Variable: Keputusan Pembelian

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ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	989,114	3	329,705	65,813	,000 ^a
	Residual	1032,010	206	5,010		
	Total	2021,124	209			

a. Predictors: (Constant), Harga, Brand Image, Diferensiasi Produk

b. Dependent Variable: Keputusan Pembelian

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Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,727	1,678		1,626	,106
Diferensiasi Produk	,155	,029	,337	5,357	,000
Brand Image	,247	,081	,186	3,046	,003
Harga	,306	,059	,321	5,227	,000

a. Dependent Variable: Keputusan Pembelian

Koefisien Determinasi (R²)Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	,700 ^a	,489	,482	2,23825

a. Predictors: (Constant), Harga, Brand Image, Diferensiasi Produk

b. Dependent Variable: Keputusan Pembelian