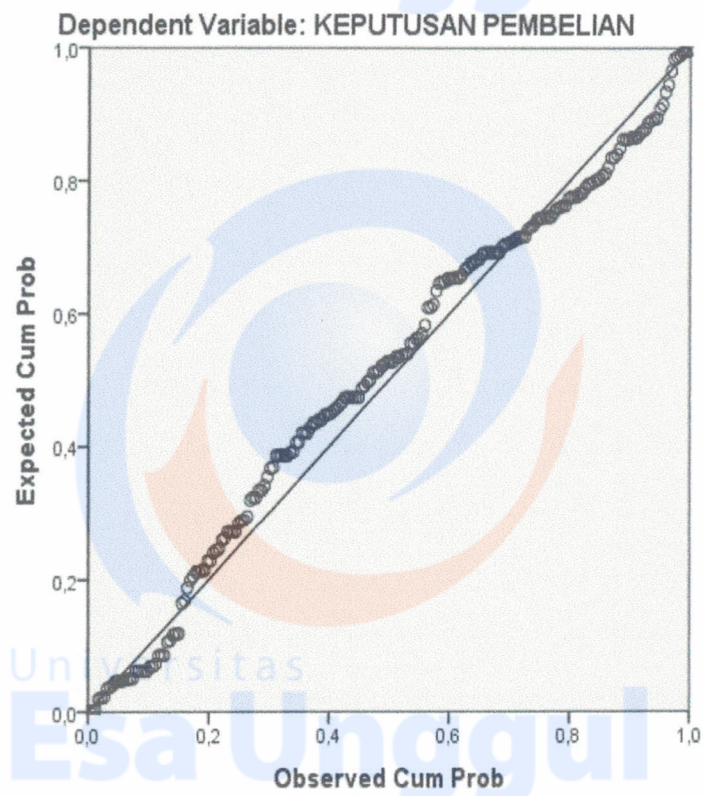


Lampiran 9

Hasil Uji Asumsi Klasik

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,727	1,678		1,626	,106		
	Diferensiasi Produk	,155	,029	,337	5,357	,000	,625	1,599
	Brand Image	,247	,081	,186	3,046	,003	,667	1,498
	Harga	,306	,059	,321	5,227	,000	,658	1,520

a. Dependent Variable: Keputusan Pembelian

Uji Heteroskedastisitas

Scatterplot

Dependent Variable: KEPUTUSAN PEMBELIAN

