

Lampiran 6

Hasil Uji Asumsi Klasik

1. Multikolinearitas

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	citra merek	,672	1,487
	Harga	,754	1,326
	kualitas produk	,715	1,398
a. Dependent Variable: keputusan pembelian			