

Lampiran 7
Hasil Uji Analisis Statistik

1. Analisis Regresi Linier Berganda dan Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1,913	1,340		1,428	,156
	citra merek	,272	,084	,291	3,217	,002
	harga	,264	,108	,208	2,444	,016
	kualitas produk	,116	,031	,333	3,805	,000

a. Dependent Variable: keputusan pembelian

2. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151,553	3	50,518	27,081	,000 ^b
	Residual	188,409	101	1,865		
	Total	339,962	104			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), kualitas produk, harga, citra merek

3. Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668 ^a	,446	,429	1,366

a. Predictors: (Constant), kualitas produk, harga, citra merek