

Lampiran 7

Hasil Analisis Jalur (*Path Analysis*)

1. Tahap I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.523 ^a	.273	.264	1.509

a. Predictors: (Constant), Kualitas Prdouk, Citra merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.446	1.391		2.477	.014
	Citra merek	.576	.103	.408	5.576	.000
	Kualitas Prdouk	.127	.040	.232	3.175	.002

a. Dependent Variable: Kepercayaan

2. Tahap II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.486	.475	2.246

a. Predictors: (Constant), Kepercayaan, Kualitas produk, citra merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	8.853	2.113		4.189	.000
	Citra merek	.750	.169	.301	4.431	.000
	Kualitas produk	.180	.061	.187	2.934	.004
	Kepercayaan	.708	.123	.402	5.770	.000

a. Dependent Variable: Keputusan_pembelian