

Lampiran 9 Uji Regresi Linier Berganda

1. Analisis Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,638	1,514		0,421	0,674
Kualitas Produk	0,320	0,046	0,372	6,929	0,000
Citra Merek	0,492	0,070	0,417	7,021	0,000
Promosi	0,277	0,069	0,236	4,043	0,000

a. Dependent Variable: Keputusan Pembelian

2. Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1181,328	3	393,776	92,798	0,000 ^b
Residual	619,532	146	4,243		
Total	1800,860	149			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Citra Merek, Promosi

3. Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,638	1,514		0,421	0,674
Kualitas Produk	0,320	0,046	0,372	6,929	0,000
Citra Merek	0,492	0,070	0,417	7,021	0,000
Promosi	0,277	0,069	0,236	4,043	0,000

a. Dependent Variable: Keputusan Pembelian

4. Koefisien Determinasi (R^2)**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,810 ^a	0,656	0,649	2,060

a. Predictors: (Constant), Promosi, Kualitas Produk, Citra Merek

b. Dependent Variable : Keputusan Pembelian

Sumber : Hasil Data Statistik,2018