

## Lampiran 6

## Uji Hipotesis

## 1. Analisis regresi linier berganda

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,417	1,297		,321	,748
	citra merek	,096	,080	,077	1,195	,234
	kualitas produk	,134	,040	,270	3,333	,001
	harga	,322	,054	,473	5,921	,000

a. Dependent Variable: keputusan pembelian

## 2. Uji F

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	647,468	3	215,823	57,903	,000 <sup>b</sup>
	Residual	562,828	151	3,727		
	Total	1210,297	154			

a. Dependent Variable: keputusan pembelian

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

## 3. Uji t

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	,417	1,297		,321	,748
	citra merek	,096	,080	,077	1,195	,234
	kualitas produk	,134	,040	,270	3,333	,001
	harga	,322	,054	,473	5,921	,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	,731 <sup>a</sup>	,535	,526	1,931