

Lampiran V

Uji Analisis Path Jalur I, Jalur II dan Trimming

JALUR I

```

DATASET NAME DataSet1 WINDOW=FRONT.
DATASET CLOSE DataSet0.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Z
  /METHOD=ENTER X1 X2.

```

Regression

Notes		
Output Created		15-FEB-2019 10:47:36
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	135
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Z /METHOD=ENTER X1 X2.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Memory Required	2928 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Electronic word of mouth, Iklan ^b	.	Enter

a. Dependent Variable: Kesadaran Merek

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.482	.474	3.30769

a. Predictors: (Constant), Electronic word of mouth, Iklan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1342.229	2	671.115	61.341	.000 ^b
	Residual	1444.185	132	10.941		
	Total	2786.415	134			

a. Dependent Variable: Kesadaran Merek

b. Predictors: (Constant), Electronic word of mouth, Iklan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.567	2.138		3.540	.001
	Iklan	.290	.096	.240	3.017	.003
	Electronic word of mouth	.770	.118	.519	6.521	.000

a. Dependent Variable: Kesadaran Merek

JALUR II

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y

```

/METHOD=ENTER X1 X2 Z.

Regression

Notes

Output Created		15-FEB-2019 10:48:48
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	135
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 Z.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.09
	Memory Required	3456 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kesadaran Merek, Iklan, Electronic word of mouth ^b	.	Enter

a. Dependent Variable: Minat beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 ^a	.518	.507	2.86909

a. Predictors: (Constant), Kesadaran Merek, Iklan, Electronic word of mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1160.050	3	386.683	46.975	.000 ^b
	Residual	1078.350	131	8.232		
	Total	2238.400	134			

a. Dependent Variable: Minat beli

b. Predictors: (Constant), Kesadaran Merek, Iklan, Electronic word of mouth

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.013	1.940		2.583	.011
	Iklan	.334	.086	.309	3.877	.000
	Electronic word of mouth	.020	.118	.015	.169	.866
	Kesadaran Merek	.437	.075	.488	5.790	.000

a. Dependent Variable: Minat beli

JALUR II METODE TRIMING

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X Z.

```

Regression

Notes

Output Created		15-FEB-2019 16:02:59
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	135
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X Z.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.34
	Memory Required	2896 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet0]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kesadaran Merek, Ikan ^b	.	Enter

a. Dependent Variable: Minat beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 ^a	.518	.511	2.85852

a. Predictors: (Constant), Kesadaran Merek, Ikan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1159.814	2	579.907	70.970	.000 ^b
	Residual	1078.586	132	8.171		
	Total	2238.400	134			

a. Dependent Variable: Minat beli

b. Predictors: (Constant), Kesadaran Merek, Ikan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.151	1.753		2.939	.004
	Ikan	.340	.079	.314	4.307	.000
	Kesadaran Merek	.443	.065	.495	6.779	.000

a. Dependent Variable: Minat beli