

LAMPIRAN 8

HASIL UJI ANALISIS JALUR (*PATH ANALYSIS*) TAHAP IVariables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Iklan, Celebrity Endorser ^b	.	Enter

a. Dependent Variable: Citra Merek

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,697 ^a	,486	,478	1,96202

a. Predictors: (Constant), Iklan, Celebrity Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	462,102	2	231,051	60,021	,000 ^b

Residual	488,890	127	3,850	
Total	950,992	129		

a. Dependent Variable: Citra Merek

b. Predictors: (Constant), Iklan, Celebrity Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,317	1,338		2,479	,014
	Celebrity Endorser	,191	,077	,189	2,471	,015
	Iklan	,460	,061	,574	7,517	,000

a. Dependent Variable: Citra Merek

LAMPIRAN 9

HASIL UJI ANALISIS JALUR (*PATH ANALYSIS*) TAHAP II

Regression

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Celebrity Endorser, Iklan ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,741 ^a	,549	,538	1,84283

a. Predictors: (Constant), Citra Merek, Celebrity Endorser, Iklan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	520,594	3	173,531	51,098	,000 ^b
	Residual	427,899	126	3,396		
	Total	948,492	129			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Celebrity Endorser, Iklan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2,870	1,287		2,231	,027
	Celebrity Endorser	,155	,074	,153	2,085	,039
	Iklan	,078	,069	,097	1,125	,263
	Citra Merek	,577	,083	,577	6,918	,000

a. Dependent Variable: Keputusan Pembelian

SETELAH DI TRIMMING Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Celebrity Endorser ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,738 ^a	,544	,537	1,84476

a. Predictors: (Constant), Citra Merek, Celebrity Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	516,296	2	258,148	75,856	,000 ^b
	Residual	432,197	127	3,403		
	Total	948,492	129			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Celebrity Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,260	1,240		2,629	,010
	Celebrity Endorser	,182	,070	,181	2,602	,010
	Citra Merek	,629	,069	,629	9,056	,000

a. Dependent Variable: Keputusan Pembelian