

**Lampiran 9**  
**Hasil Analisis Jalur Tahap I**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 <sup>a</sup>	.715	.711	1.680

a. Predictors: (Constant), Kualitas Produk ( $X_1$ ), Citra Merek ( $X_2$ )

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1040.126	2	520.063	184.372	.000 <sup>b</sup>
	Residual	414.647	147	2.821		
	Total	1454.773	149			

a. Dependent Variable: Minat Beli (Z)

b. Predictors: (Constant), Kualitas Produk ( $X_1$ ), Citra Merek ( $X_2$ )

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.770	1.650		2.285	.024
	Citra Merek ( $X_1$ )	1.151	.069	.799	16.650	.000
	Kualitas Produk ( $X_2$ )	.127	.059	.103	2.153	.033

a. Dependent Variable: Minat Beli (Z)

**Lampiran 10**  
**Hasil Analisis Jalur Tahap II**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 <sup>a</sup>	.697	.691	1.215

a. Predictors: (Constant), Minat Beli (Z), Kualitas Produk ( $X_1$ ), Citra Merek ( $X_2$ )

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	496.595	3	165.532	112.210	.000 <sup>b</sup>
	Residual	215.378	146	1.475		
	Total	711.973	149			

a. Dependent Variable: Keputusan Pembelian (Y)  
b. Predictors: (Constant), Minat Beli (Z), Kualitas Produk ( $X_1$ ), Citra Merek ( $X_2$ )

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.371	1.214		3.600	.000
	Citra Merek ( $X_1$ )	.600	.085	.596	7.067	.000
	Kualitas Produk ( $X_2$ )	.090	.043	.104	2.064	.041
	Minat Beli (Z)	.151	.060	.216	2.539	.012

a. Dependent Variable: Keputusan Pembelian (Y)