

## LAMPIRAN 7 Hasil Uji Analisis Regresi

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,759 <sup>a</sup>	,576	,567	1,755	1,563

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

b. Dependent Variable: Keputusan Pembelian

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	610,952	3	203,651	66,091	,000 <sup>b</sup>
	Residual	449,881	146	3,081		
	Total	1060,833	149			

a. Dependent Variable: Keputusan Pembelian

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

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,238	,948		1,305	,194
	Citra Merek	,199	,051	,318	3,897	,000
	Kualitas Produk	,265	,045	,451	5,920	,000
	Harga	,053	,055	,075	,970	,333

a. Dependent Variable: Keputusan Pembelian