

Lampiran 8  
Uji Regresi Linier Berganda

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,406	2,120		2,078	,039
	Citra merek	,430	,078	,391	5,535	,000
	Kualitas produk	,267	,067	,262	3,975	,000
	harga	,275	,080	,250	3,440	,001

a. Dependent Variable: keputusan pembelian

Lampiran 9  
Uji F

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	625,985	3	208,662	36,124	,000 <sup>b</sup>
	Residual	814,457	141	5,776		
	Total	1440,441	144			

a. Dependent Variable: keputusan pembelian

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

## Lampiran 10

## Uji t

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,406	2,120		2,078	,039
	Citra merek	,430	,078	,391	5,535	,000
	Kualitas produk	,267	,067	,262	3,975	,000
	harga	,275	,080	,250	3,440	,001

a. Dependent Variable: keputusan pembelian

## Lampiran 11

Uji Koefisien Determinasi (R<sup>2</sup>)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,659 <sup>a</sup>	,435	,423	2,403

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