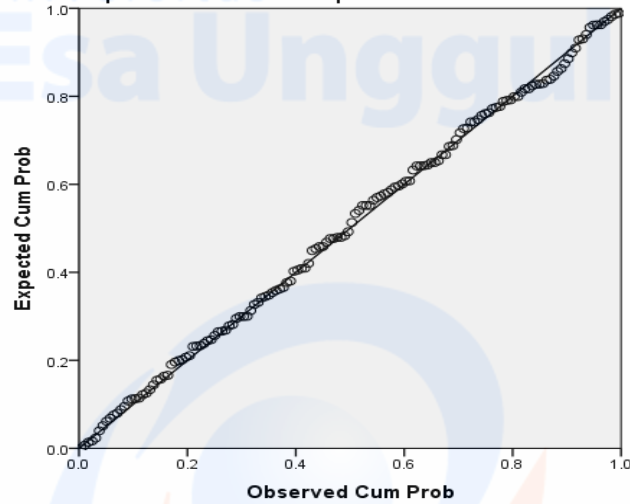


LAMPIRAN 7
UJI ASUMSI KLASIK

UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



UJI MULTIKOLINEARITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.813	2.023		3.368	.001	
	Citra_Merek	.321	.099	.233	3.238	.001	.611
	Kualitas_Produk	.425	.054	.564	7.844	.000	.611

a. Dependent Variable: Keputusan_Pembelian

UJI HETEROSKEDASTISITAS

Scatterplot

Dependent Variable: Keputusan Pembelian

