

**LAMPIRAN 8**  
**HASIL UJI REGRESI LINIER BERGANDA, UJI t DAN UJI F**

**HASIL UJI SIMULTAN (UJI F)**

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 858.874        | 2   | 429.437     | 84.835 | .000 <sup>b</sup> |
|       | Residual   | 744.120        | 147 | 5.062       |        |                   |
|       | Total      | 1602.993       | 149 |             |        |                   |

a. Dependent Variable: Keputusan\_Pembelian

b. Predictors: (Constant), Kualitas\_Produk, Citra\_Merek

**HASIL UJI PASRSIAL (UJI t)**

**Coefficients<sup>a</sup>**

| Model |                 | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | Collinearity Statistics |       |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                 | B                           | Std. Error | Beta                      |       |      | Toleranc e              | VIF   |
| 1     | (Constant)      | 6.813                       | 2.023      |                           | 3.368 | .001 |                         |       |
|       | Citra_Merek     | .321                        | .099       | .233                      | 3.238 | .001 | .611                    | 1.636 |
|       | Kualitas_Produk | .425                        | .054       | .564                      | 7.844 | .000 | .611                    | 1.636 |

a. Dependent Variable: Keputusan\_Pembelian