

**LAMPIRAN 9**  
**HASIL KOEFISIEN DETERMINASI ( $R^2$ )**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.732 <sup>a</sup>	.536	.529	2.250	1.650

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

b. Dependent Variable: Keputusan\_Pembelian