

Lampiran 6

Hasil Uji Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	0,749	0,742	0,946

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295,439	3	98,480	110,131	.000 ^b
	Residual	99,257	111	0,894		
	Total	394,696	114			

a. Dependent Variable: Keputusan Pembelian

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

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,468	0,774		0,604	0,547
X1	0,213	0,078	0,180	2,728	0,007
X2	0,173	0,053	0,227	3,271	0,001
X3	0,239	0,036	0,550	6,689	0,000

a. Dependent Variable: Keputusan Pembelian