

**Lampiran 10 : Hasil Uji Regresi Linear Berganda, Uji t, Uji f, dan Koefisien
Determinasi (R^2)**

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | ,811 | ,398 | | 2,037 | ,044 |
| Kualitas Produk | ,607 | ,095 | ,432 | 6,363 | ,000 |
| Persepsi Harga | ,279 | ,037 | ,509 | 7,501 | ,000 |

a. Dependent Variable: Keputusan Pembelian

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 41,097 | 2 | 20,548 | 108,261 | ,000 ^b |
| Residual | 18,411 | 97 | ,190 | | |
| Total | 59,508 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Kualitas Produk

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,831 ^a | ,691 | ,684 | ,43566 |

a. Predictors: (Constant), Persepsi Harga, Kualitas Produk