

LAMPIRAN III Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	promosi, produk, distribusi, harga ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: keputusan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.586	.569	.25369

a. Predictors: (Constant), promosi, produk, distribusi, harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.667	4	2.167	33.665	.000 ^a
	Residual	6.114	95	.064		
	Total	14.781	99			

a. Predictors: (Constant), promosi, produk, distribusi, harga

b. Dependent Variable: keputusan

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.811	.244		3.322	.001
	produk	.345	.060	.418	5.757	.000
	harga	.118	.051	.181	2.300	.024
	distribusi	.212	.066	.240	3.213	.002
	promosi	.150	.054	.220	2.779	.007

a. Dependent Variable: keputusan