

**Lampiran 9 : Hasil Uji Regresi Linear Berganda (Uji t, Uji f dan Koefisien Determinasi (R<sup>2</sup>))**

**Kualitas Produk, Citra Merek, Harga dan Keputusan Pembelian**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.324	.154		-2.104	.038
	KualitasProduk	1.300	.098	1.038	13.281	.000
	CitraMerek	.034	.077	.033	.450	.653
	Harga	-.213	.078	-.213	-2.742	.007

a. Dependent Variable: KeputusanPembelian

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.165	3	10.388	141.329	.000 <sup>b</sup>
	Residual	7.056	96	.074		
	Total	38.222	99			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), Harga, CitraMerek, KualitasProduk

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 <sup>a</sup>	.815	.810	.27112

a. Predictors: (Constant), Harga, CitraMerek, KualitasProduk