

Lampiran 7

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
MINATBELI	,0000000	1,00000000	100
IKLAN	,0000000	1,00000000	100
CITRA MEREK	,0000000	1,00000000	100

Correlations

		MINATBELI	IKLAN	CITRA MEREK
Pearson Correlation	MINATBELI	1,000	-,119	,733
	IKLAN	-,119	1,000	-,071
	CITRA MEREK	,733	-,071	1,000
Sig. (1-tailed)	MINATBELI	.	,118	,000
	IKLAN	,118	.	,240
	CITRA MEREK	,000	,240	.
N	MINATBELI	100	100	100
	IKLAN	100	100	100
	CITRA MEREK	100	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CITRA MEREK, IKLAN	.	Enter

a. All requested variables entered.

b. Dependent Variable: MINATBELI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,736 ^a	,542	,533	,68367996	,542	57,401	2	97	,000

a. Predictors: (Constant), CITRA MEREK, IKLAN

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,660	2	26,830	57,401	,000 ^a
	Residual	45,340	97	,467		
	Total	99,000	99			

a. Predictors: (Constant), CITRA MEREK, IKLAN

b. Dependent Variable: MINATBELI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,086E-16	,068		,000	1,000
	IKLAN	-,067	,069	-,067	-,978	,330
	CITRA MEREK	,728	,069	,728	10,573	,000

a. Dependent Variable: MINATBELI