

Lampiran Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of items
,934	36

Lampiran Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	,901	,870		1,036	,302
Kualitas	-,083	,029	-,176	-2,880	,005
CitraMerek	,200	,072	,204	2,782	,006
Harga	,651	,068	,720	9,528	,000

a. Dependent Variable: KeputusanPembelian

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	732.328	3	244.109	82.690	.000 ^b
Residual	431.006	146	2.952		
Total	1163.333	149			

a. Dependent Variable: Keputusan Pembelian

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.630	.622	1.71817

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