

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Minat Beli	3,1112	,35162	120
Celebrity Endorser	2,9746	,25680	120
Brand Image	2,5295	,27261	120

Correlations

		Minat Beli	Celebrity Endorser	Brand Image
Pearson Correlation	Minat Beli	1,000	,446	,543
	Celebrity Endorser	,446	1,000	,320
	Brand Image	,543	,320	1,000
Sig. (1-tailed)	Minat Beli		,000	,000
	Celebrity Endorser	,000		,000
	Brand Image	,000	,000	
N	Minat Beli	120	120	120
	Celebrity Endorser	120	120	120
	Brand Image	120	120	120

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Image, Celebrity Endorser ^b		Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

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	,615 ^a	,378	,367	,27966	,378	35,557	2	117	,000

a. Predictors: (Constant), Brand Image, Celebrity Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,562	2	2,781	35,557	,000 ^b
	Residual	9,151	117	,078		
	Total	14,712	119			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Image, Celebrity Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,418	,334		1,252	,213
	Celebrity Endorser	,416	,105	,304	3,945	,000
	Brand Image	,576	,099	,446	5,801	,000

a. Dependent Variable: Minat Beli