

HASIL UJI ANALISIS JALUR (*PAHT ANALYSIS*)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,615 ^a	,378	,365	2,113

a. Predictors: (Constant), Kualitas Produk, *Word Of Mouth*

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,791	1,479		3,240	,002
1 <i>Word Of Mouth</i>	,344	,128	,308	2,684	,009
Kualitas Produk	,289	,093	,356	3,105	,002

a. Dependent Variable: Minat Beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,726 ^a	,527	,513	2,200

a. Predictors: (Constant), Minat Beli, *Word Of Mouth*, Kualitas Produk

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,826	1,621		2,361	,020
1 <i>Word Of Mouth</i>	,808	,138	,607	5,838	,000
Kualitas Produk	-,234	,102	-,242	-2,301	,024
Minat Beli	,464	,106	,390	4,390	,000

a. Dependent Variable: Keputusan Pembelian