

R SQUARE (R²)

	R Square (R²)
KP (Y)	0.617

CROSS-VALIDATED REDUDANCY (Q²)

	SSO	SSE	Q² (=1 - SSE/SSO)
GM (X1)	714.000	714.000	
H (X2)	306.000	306.000	
KP (Y)	816.000	536.462	0.343

HASIL PENGUJIAN HIPOTESIS

	COMMUNALITY	Rata-rata communality
GM (X1)	0,376	
H(X2)	0,413	1,237/3
KP(Y)	0,457	0,412

HASIL PENGUJIAN HIPOTESIS

	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P Values
GM(X1) - >KP(Y)	0.328	0,337	0,107	3,062	0,002
H (X1) ->KP (Y)	0,511	0,507	0,100	5,098	0,000

Hasil Uji F Anova**ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1986.730	2	993.365	91.690	.000 ^b
	Residual	1072.564	99	10.834		
	Total	3059.294	101			

a. Dependent Variable: Keputusan Pembelian Y

b. Predictors: (Constant), Harga (X2), Green Marketing (X1)