Uji Reliabilitas

1. Uji Reliabilitas Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
,664	9

2. Uji Reliabilitas Prromosi

Reliability Statistics

Cronbach's Alpha	N of Items
,715	9

3. Uji Reliabilitas Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,664	9

Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,45598314
Most Extreme Differences	Absolute	,049
	Positive	,043
	Negative	-,049
Test Statistic		,049
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

2. Uji Heteroskedastisitas

Correlations

			KUALITAS PRODUK	PROMOSI	Abs_RES
Spearman's rho	KUALITASPRODUK	Correlation Coefficient	1,000	,921**	-,090
		Sig. (2-tailed)	.	,000	,376
		N	98	98	98
	PROMOSI	Correlation Coefficient	,921**	1,000	-,090
		Sig. (2-tailed)	,000	.	,376
		N	98	98	98
	Abs_RES	Correlation Coefficient	-,090	-,090	1,000
		Sig. (2-tailed)	,376	,376	.
		N	98	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

3. Uji Multikolinieritas

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	5,749	1,224		4,696	,000		
KUALITASPRODUK	,498	,133	,562	3,752	,000	,108	9,261
PROMOSI	,282	,129	,327	2,184	,031	,108	9,261

a. Dependent Variable: KEPUTUSANPEMBELIAN

4. Uji Korelasi

Correlations

		KUALITAS PRODUK	PROMOSI	KEPUTUSAN PEMBELIAN
KUALITASPRODUK	Pearson Correlation	1	,944**	,871**
	Sig. (2-tailed)		,000	,000
	N	98	98	98
PROMOSI	Pearson Correlation	,944**	1	,858**
	Sig. (2-tailed)	,000		,000
	N	98	98	98
KEPUTUSAN PEMBELIAN	Pearson Correlation	,871**	,858**	1
	Sig. (2-tailed)	,000	,000	
	N	98	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Koefisien Determinasi

1. Simultan

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,877[a]	,770	,765	1,471

a. Predictors: (Constant), PROMOSI, KUALITAS PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

2. Parsial

Coefficients[a]

Model		Standardized Coefficients	t	Sig.	Correlations		
		Beta			Zero-order	Partial	Part
1	(Constant)		4,696	,000			
	KUALITAS PRODUK	,562	3,752	,000	,871	,359	,185
	PROMOSI	,327	2,184	,031	,858	,219	,107

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Analisis Regresi Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,749	1,224		4,696	,000
	KUALITAS PRODUK	,498	,133	,562	3,752	,000
	PROMOSI	,282	,129	,327	2,184	,031

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Uji Hipotesis

1. Uji t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,749	1,224		4,696	,000
	KUALITAS PRODUK	,498	,133	,562	3,752	,000
	PROMOSI	,282	,129	,327	2,184	,031

a. Dependent Variable: KEPUTUSAN PEMBELIAN

2. Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	688,199	2	344,100	158,973	,000[b]
	Residual	205,629	95	2,165		
	Total	893,828	97			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PROMOSI, KUALITAS PRODUK