|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,703a | ,494 | ,490 | 1,66696 | 1,553 |
| a. Predictors: (Constant), X (Komunikasi Pemasaran) | | | | | |
| b. Dependent Variable: Y ( Minat Beli ) | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 290,673 | 1 | 290,673 | 104,605 | ,000b |
| Residual | 297,327 | 107 | 2,779 |  |  |
| Total | 588,000 | 108 |  |  |  |
| a. Dependent Variable: Y | | | | | | |
| b. Predictors: (Constant), X | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
| B | Std. Error | Beta | Zero-order | Partial | Part |
| 1 | (Constant) | 2,447 | 1,335 |  | 1,833 | ,070 |  |  |  |
| X | ,704 | ,069 | ,703 | 10,228 | ,000 | ,703 | ,703 | ,703 |
| a. Dependent Variable: Y | | | | | | | | | | |