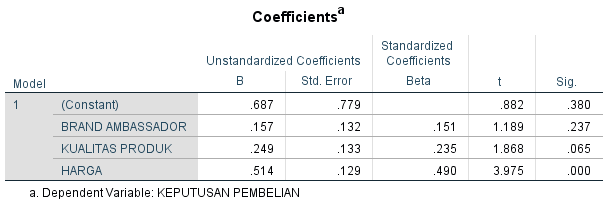
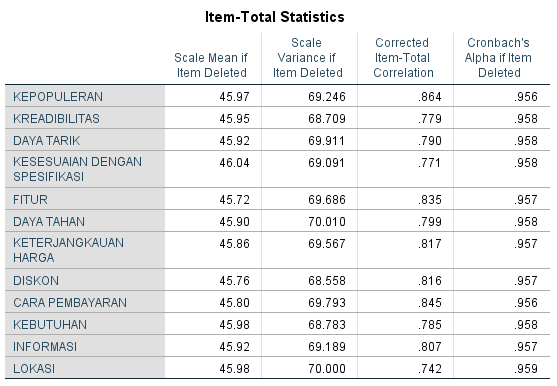
Karakteristik responden

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Jenis Kelamin | 100 | 1 | 1 | 1.00 | .000 |
| Usia | 100 | 1 | 1 | 1.00 | .000 |
| Bertempat Tinggal di Sidoarjo | 100 | 1 | 1 | 1.00 | .000 |
| Pengguna Serum | 100 | 1 | 1 | 1.00 | .000 |
| Konsumen Produk YOU | 100 | 1 | 1 | 1.00 | .000 |
| Valid N (listwise) | 100 |  |  |  |  |

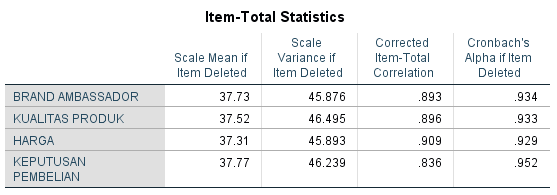
Regresi linear berganda



Uji Validitas

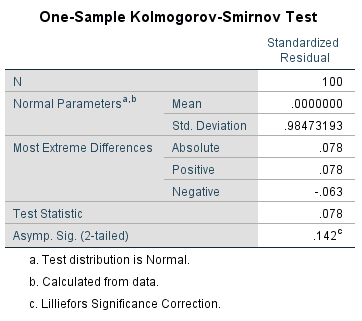


Uji Reliabilitas

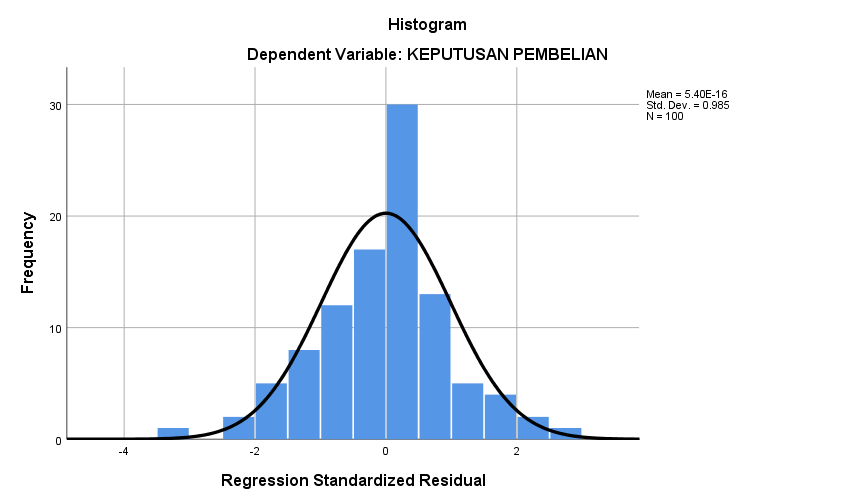


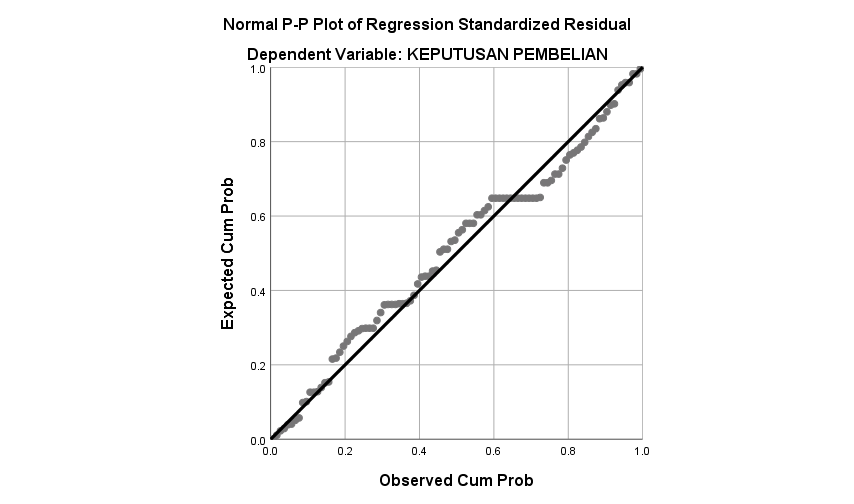
Uji normalitas

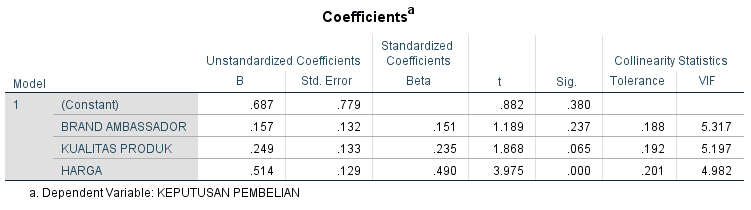
Kolmogorov smirnov



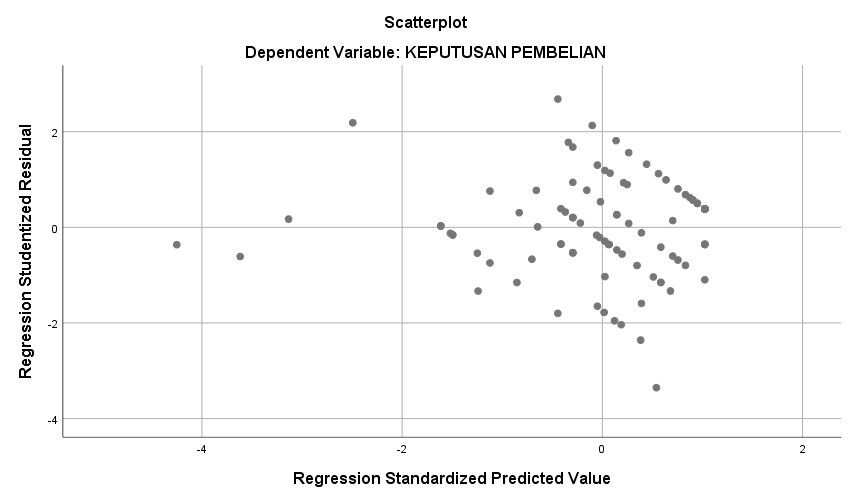
grafik



Uji multikolinieritas



Uji heteroskedastisitas



Uji T

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .687 | .779 |  | .882 | .380 |
| BRAND AMBASSADOR | .157 | .132 | .151 | 1.189 | .237 |
| KUALITAS PRODUK | .249 | .133 | .235 | 1.868 | .065 |
| HARGA | .514 | .129 | .490 | 3.975 | .000 |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |

Uji Koefisien Determinasi R2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .841a | .707 | .698 | 1.366 |
| a. Predictors: (Constant), HARGA, KUALITAS PRODUK, BRAND AMBASSADOR | | | | |
| b. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | |