

HASIL ANALISIS JALUR VARIABEL KUALITAS PRODUK (X1), HARGA (X2), CITRA MEREK (X3) DAN KEPUTUSAN PEMBELIAN ULANG (Y)

Regression X3 = f(X1, X2) SUB STRUKTURAL 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga (X2), Kualita Produk (X1) ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Citra Merek (X3)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.438	4.74367

a. Predictors: (Constant), Harga (X2), Kualita Produk (X1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1781.511	2	890.756	39.585	.000 ^a
	Residual	2182.729	97	22.502		
	Total	3964.240	99			

a. Predictors: (Constant), Harga (X2), Kualita Produk (X1)

b. Dependent Variable: Citra Merek (X3)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.105	4.485		3.591	.001
	Kualita Produk (X1)	.240	.116	.240	2.067	.041
	Harga (X2)	.488	.121	.469	4.032	.000

a. Dependent Variable: Citra Merek (X3)

Regression Y = f(X1, X2, X3) SUB STRUKTURAL 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra Merek (X3), Kualitas Produk (X1), Harga (X2) ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian Ulang (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 ^a	.847	.842	2.29059

a. Predictors: (Constant), Citra Merek (X3), Kualitas Produk (X1), Harga (X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2783.547	3	927.849	176.841	.000 ^a
	Residual	503.693	96	5.247		
	Total	3287.240	99			

a. Predictors: (Constant), Citra Merek (X3), Kualitas Produk (X1), Harga (X2)

b. Dependent Variable: Keputusan Pembelian Ulang (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.161	2.305		3.107	.002
Kualitas Produk (X1)	.458	.057	.504	8.003	.000
Harga (X2)	.283	.063	.299	4.481	.000
Citra Merek (X3)	.205	.049	.225	4.176	.000

a. Dependent Variable: Keputusan Pembelian Ulang (Y)

Correlations

Correlations

		Kualitas Produk (X1)	Harga (X2)	Citra Merek (X3)	Keputusan Pembelian Ulang (Y)
Kualitas Produk (X1)	Pearson Correlation	1	.762**	.598**	.866**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Harga (X2)	Pearson Correlation	.762**	1	.652**	.830**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Citra Merek (X3)	Pearson Correlation	.598**	.652**	1	.721**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Keputusan Pembelian Ulang (Y)	Pearson Correlation	.866**	.830**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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