

LAMPIRAN 8
ANALISIS REGRESI LINEAR
BERGANDA

ANALISIS REGRESI LINEAR BERGANDA

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	promosi, harga, lokasi ^a		. Enter

a. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.643 ^a	.414	.395	.48656	1.967

a. Predictors: (Constant), harga, lokasi, promosi

b. Dependent Variable: beli ulang

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.040	3	5.347	22.585	.000 ^a
	Residual	22.727	96	.237		
	Total	38.767	99			

a. Predictors: (Constant), harga, lokasi, promosi

b. Dependent Variable: beli ulang

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.272	.497		.547	.586
	harga	.182	.141	.149	1.295	.199
	lokasi	.244	.128	.229	1.901	.060
	promosi	.525	.106	.422	4.949	.000

a. Dependent Variable: beli ulang