

LAMPIRAN 7
UJI ASUMSI KLASIK

UJI NORMALITAS

Descriptive Statistics

	Mean	Std. Deviation	N
beli_ulang	4.1400	.62577	100
harga	4.1975	.51037	100
lokasi	4.1350	.58648	100
promosi	3.9834	.50245	100

Correlations

		beli_ulang	harga	lokasi	promosi
Pearson Correlation	beli_ulang	1.000	.432	.506	.554
	harga	.432	1.000	.733	.275
	lokasi	.506	.733	1.000	.399
	promosi	.554	.275	.399	1.000
Sig. (1-tailed)	beli_ulang	.	.000	.000	.000
	harga	.000	.	.000	.003
	lokasi	.000	.000	.	.000
	promosi	.000	.003	.000	.
N	beli_ulang	100	100	100	100
	harga	100	100	100	100
	lokasi	100	100	100	100
	promosi	100	100	100	100

UJI MULTIKOLINERITAS

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	harga, lokasi, promosi		. 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

Lampiran 7

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	harga	.463	2.160
	lokasi	.421	2.375
	promosi	.840	1.190

a. Dependent Variable: beli ulang

Coefficient Correlations^a

Model			promosi	harga	lokasi
1	Correlations	promosi	1.000	.028	-.302
		harga	.028	1.000	-.707
		lokasi	-.302	-.707	1.000
	Covariances	promosi	.011	.000	-.004
		harga	.000	.020	-.013
		lokasi	-.004	-.013	.017

a. Dependent Variable: beli ulang

UJI HETEROKEDASTISITAS**Collinearity Diagnostics^a**

Model	Dimensi on	Variance Proportions					
		Eigenvalue	Condition Index	(Constant)	harga	lokasi	promosi
1	1	3.975	1.000	.00	.00	.00	.00
	2	.013	17.186	.07	.10	.16	.42
	3	.008	22.162	.63	.03	.16	.44
	4	.004	31.803	.30	.87	.67	.14

a. Dependent Variable: beli ulang

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1278	4.8794	4.1400	.40252	100
Std. Predicted Value	-2.515	1.837	.000	1.000	100
Standard Error of Predicted Value	.053	.215	.093	.029	100
Adjusted Predicted Value	3.1396	4.8728	4.1388	.40524	100
Residual	-1.33668	1.07246	.00000	.47913	100
Std. Residual	-2.747	2.204	.000	.985	100
Stud. Residual	-2.786	2.241	.001	1.004	100
Deleted Residual	-1.37437	1.10824	.00115	.49849	100
Stud. Deleted Residual	-2.890	2.290	.000	1.013	100
Mahal. Distance	.172	18.352	2.970	2.721	100
Cook's Distance	.000	.092	.010	.017	100
Centered Leverage Value	.002	.185	.030	.027	100

a. Dependent Variable: beli ulang