LAMPIRAN 6

UJI ASUMSI LINIERITAS

BAURAN PEMASARAN (X) TERHADAP KEPUTUSAN PEMBELIAN (Y) MELALUI PERSEPSI KUALITAS (Z)

N = 116 ; Variabel Bebas = 4 ; Durbin Watson = 1,619

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PERSEPSI KUALITAS PRODUK, DISTRIBUSI, PROMOSI, HARGA, PRODUK[a]	,	Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	,694	,481	,458	1,490	1,871

a. Predictors : (Constan), PERSEPSI KUALITAS, DISTRIBUSI, PROMOSI, HARGA, PRODUK

b. Dependent Variable : KEPUTUSAN PEMBELIAN PRODUK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226,660	5	45,332	20,409	,000[a]
	Residual	244,332	110	2,221		
	Total	470,991	115			

a. Predictors: (Constant), PERSEPSI KUALITAS PRODUK, DISTRIBUSI, PROMOSI, HARGA, PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,296	2,416		2,606	,010
	PRODUK	-,133	,085	-,158	-1,564	,121
	HARGA	7,803E-02	,139	,053	,561	,576
	DISTRIBUSI	,112	,071	,121	1,577	,118
	PROMOSI	,139	,049	,233	2,836	,005
	PERSEPSI KUALITAS PRODUK	,412	,068	,562	6,072	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21,20	28,48	25,01	1,404	116
Residual	-3,39	4,54	,00	1,458	116
Std. Predicted Value	-2,714	2,471	,000	1,000	116
Std. Residual	-2,276	3,045	,000	,978	116

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

BAURAN PEMASARAN (X) TERHADAP KEPUTUSAN PEMBELIAN (Y) MELALUI PERSEPSI KUALITAS (Z)

N = 116 ; Variabel Bebas = 5 ; Durbin Watson = 1,601

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Z1KUADRA, DISTRIBUSI, PROMOSI, HARGA, PRODUK, X1KUADRA, PERSEPSI KUALITAS PRODUK, X2KUADRA, X4KUADRA, X3KUADRA[a]	,	Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	,715	,511	,465	1,481	1,970

a. Predictors : (Constan), PERSEPSI KUALITAS, DISTRIBUSI, PROMOSI, HARGA, PRODUK, X1 KUADRA, X2 KUADAR, X3 KUADRA, X4 KUADRA

b. Dependent Variable : KEPUTUSAN PEMBELIAN PRODUK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	240,772	10	24,077	10,981	,000[a]
	Residual	230,220	105	2,193		
	Total	470,991	115			

a. Predictors: (Constant), Z1KUADRA, DISTRIBUSI, PROMOSI, HARGA, PRODUK, X1KUADRA, PERSEPSI KUALITAS PRODUK, X2KUADRA, X4KUADRA, X3KUADRA

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8,439	39,632		-,213	,832
	PRODUK	,892	,941	1,059	,947	,346
	HARGA	3,423	1,983	2,322	1,726	,087
	DISTRIBUSI	-,459	2,148	-,493	-,214	,831
	PROMOSI	,572	,917	,959	,624	,534
	X1KUADRA	-1,70E-02	,016	-1,188	-1,046	,298
	X2KUADRA	-,128	,077	-2,262	-1,675	,097
	X3KUADRA	1,092E-02	,040	,638	,276	,783
	X4KUADRA	-4,41E-03	,010	-,716	-,463	,644
	PERSEPSI KUALITAS PRODUK	-1,297	,884	-1,770	-1,467	,145
	Z1KUADRA	2,855E-02	,015	2,299	1,927	,057

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21,61	28,98	25,01	1,447	116
Residual	-2,84	4,54	,00	1,415	116
Std. Predicted Value	-2,346	2,744	,000	1,000	116
Std. Residual	-1,918	3,067	,000	,956	116

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

MODEL REKURSIF

Correlations

		Unstandardized Residual	Unstandardized Residual
Unstandardized Residual	Pearson Correlation	1	,000
	Sig. (2-tailed)	,	1,000
	N	116	116
Unstandardized Residual	Pearson Correlation	,000	1
	Sig. (2-tailed)	1,000	,
	N	116	116

HIPOTESIS 1

BAURAN PEMASARAN TERHADAP PERSEPSI KUALITAS

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, DISTRIBUSI, HARGA, PRODUK[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PERSEPSI KUALITAS PRODUK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,671[a]	,450	,430	2,084

a. Predictors: (Constant), PROMOSI, DISTRIBUSI, HARGA, PRODUK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	394,889	4	98,722	22,720	,000[a]
	Residual	482,309	111	4,345		
	Total	877,198	115			

a. Predictors: (Constant), PROMOSI, DISTRIBUSI, HARGA, PRODUK

b. Dependent Variable: PERSEPSI KUALITAS PRODUK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,785	3,378		,232	,817
	PRODUK	,357	,114	,310	3,125	,002
	HARGA	,465	,189	,231	2,456	,016
	DISTRIBUSI	,105	,099	,083	1,061	,291
	PROMOSI	,179	,066	,220	2,702	,008

a. Dependent Variable: PERSEPSI KUALITAS PRODUK

HIPOTESIS 2

PERSEPSI KUALITAS TERHADAP KEPUTUSAN PEMBELIAN

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PERSEPSI KUALITAS PRODUK[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,652[a]	,425	,420	1,541

a. Predictors: (Constant), PERSEPSI KUALITAS PRODUK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200,311	1	200,311	84,363	,000[a]
	Residual	270,680	114	2,374		
	Total	470,991	115			

a. Predictors: (Constant), PERSEPSI KUALITAS PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,237	1,506		7,461	,000
	PERSEPSI KUALITAS PRODUK	,478	,052	,652	9,185	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

HIPOTESIS 3

BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, DISTRIBUSI, HARGA, PRODUK[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,554[a]	,307	,282	1,714

a. Predictors: (Constant), PROMOSI, DISTRIBUSI, HARGA, PRODUK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144,761	4	36,190	12,314	,000[a]
	Residual	326,230	111	2,939		
	Total	470,991	115			

a. Predictors: (Constant), PROMOSI, DISTRIBUSI, HARGA, PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,620	2,778		2,383	,019
	PRODUK	,014	,094	,016	,147	,883
	HARGA	,270	,156	,183	1,731	,086
	DISTRIBUSI	,155	,081	,167	1,909	,059
	PROMOSI	,212	,054	,356	3,899	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

HIPOTESIS 4

BAURAN PEMASARAN DAN PERSEPSI KUALITAS TERHADAP KEPUTUSAN PEMBELIAN

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	PERSEPSI KUALITAS PRODUK, DISTRIBUSI, PROMOSI, HARGA, PRODUK[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,694[a]	,481	,458	1,490

a. Predictors: (Constant), PERSEPSI KUALITAS PRODUK, DISTRIBUSI, PROMOSI, HARGA, PRODUK

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226,660	5	45,332	20,409	,000[a]
	Residual	244,332	110	2,221		
	Total	470,991	115			

a. Predictors: (Constant), PERSEPSI KUALITAS PRODUK, DISTRIBUSI, PROMOSI, HARGA, PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,296	2,416		2,606	,010
	PRODUK	-,133	,085	-,158	-1,564	,121
	HARGA	,078	,139	,053	,561	,576
	DISTRIBUSI	,112	,071	,121	1,577	,118
	PROMOSI	,139	,049	,233	2,836	,005
	PERSEPSI KUALITAS PRODUK	,412	,068	,562	6,072	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN PRODUK

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