Lampiran 8

Analisis Regresi Linier Berganda

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| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B |
| B | Std. Error | Beta | Lower Bound | Upper Bound |
| 1 | (Constant) | 27.167 | 4.061 |  | 6.689 | .000 | 19.078 | 35.256 |
| Kualitas Produk (X1) | .097 | .177 | .074 | .548 | .585 | -.255 | .449 |
| Harga (X2) | -.188 | .232 | -.127 | -.808 | .422 | -.651 | .275 |
| Motivasi (X3) | -.073 | .260 | -.041 | -.282 | .779 | -.590 | .444 |
| a. Dependent Variable: Keputusan Pembelian (Y) |

