**UJI ASUMSI KLASIK**

UJI NORMALITAS

| **One-Sample Kolmogorov-Smirnov Test** |
| --- |
|  |  | IKLAN | HARGA | VARIASI | PM |
| N | 80 | 80 | 80 | 80 |
| Normal Parametersa | Mean | 3.7375 | 3.6400 | 3.3344 | 3.2979 |
| Std. Deviation | .55103 | .61739 | .69803 | .70396 |
| Most Extreme Differences | Absolute | .096 | .137 | .111 | .086 |
| Positive | .072 | .092 | .111 | .086 |
| Negative | -.096 | -.137 | -.078 | -.051 |
| Kolmogorov-Smirnov Z | .856 | 1.222 | .989 | .773 |
| Asymp. Sig. (2-tailed) | .456 | .101 | .282 | .588 |
| a. Test distribution is Normal. |  |  |  |  |
|  |  |  |  |  |  |

UJI MULTIKOLINIERITAS

| **Coefficientsa** |
| --- |
| Model | Collinearity Statistics |
| Tolerance | VIF |
| 1 | HARGA | .313 | 3.195 |
| IKLAN | .311 | 3.212 |
| VARIASI | .989 | 1.011 |
| a. Dependent Variable: PM |

UJI HETEROSKEDASTISITAS

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .247 | .121 |  | 2.042 | .045 |
| IKLAN | -.053 | .045 | -.240 | -1.183 | .241 |
| HARGA | .034 | .040 | .173 | .852 | .397 |
| VARIASI | -.007 | .020 | -.039 | -.338 | .737 |
| a. Dependent Variable: RES1 |  |  |  |  |