**ANALISIS LINIER BERGANDA, UJI t, UJI f, DAN UJI KOEFISIEN DETERMINASI (R2)**

ANALISIS REGRESI LINIER BERGANDA DAN UJI t

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .187 | .194 |  | .965 | .338 |
| IKLAN | .041 | .072 | .032 | .574 | .568 |
| HARGA | -.071 | .065 | -.063 | -1.103 | .273 |
| VARIASI | .964 | .032 | .956 | 30.042 | .000 |
| a. Dependent Variable: PM |  |  |  |  |

UJI F

| **ANOVAb** |
| --- |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 36.169 | 3 | 12.056 | 307.386 | .000a |
| Residual | 2.981 | 76 | .039 |  |  |
| Total | 39.150 | 79 |  |  |  |
| a. Predictors: (Constant), VARIASI, IKLAN, HARGA |  |  |
| b. Dependent Variable: PM |  |  |  |  |

UJI KOEFISIEN DETERMINASI (R2)

| **Model Summaryb** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .961a | .924 | .921 | .19805 |
| a. Predictors: (Constant), VARIASI, IKLAN, HARGA |
| b. Dependent Variable: PM |  |