**LAMPIRAN 7**

**ANALISIS REGRESI LINEAR BERGANDA**

**Regression**

| **Variables Entered/Removedb** | | | |
| --- | --- | --- | --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | physicalevidence, people, processa | . | Enter |
| a. All requested variables entered. | | |  |
| b. Dependent Variable: keputusanpembelian | | | |

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .587a | .345 | .334 | .48262 |
| a. Predictors: (Constant), physicalevidence, people, process | | | | |
| b. Dependent Variable: keputusanpembelian | | | | |

UJI F

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 21.600 | 3 | 7.200 | 30.912 | .000a |
| Residual | 40.994 | 176 | .233 |  |  |
| Total | 62.594 | 179 |  |  |  |
| a. Predictors: (Constant), PE, people, process | | | | | | |
| b. Dependent Variable: KPM | | | | | | |

| **Coefficientsa** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.162 | .289 |  | 4.025 | .000 |  |  |
| people | .263 | .054 | .317 | 4.909 | .000 | .894 | 1.118 |
| process | .234 | .064 | .252 | 3.659 | .000 | .786 | 1.273 |
| physicalevidence | .212 | .055 | .253 | 3.860 | .000 | .866 | 1.155 |
| a. Dependent Variable: keputusanpembelian | | | |  |  |  |  |  |