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Universitas Sumatera Utara
Lampiran 4

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** Correlation is significant at the 0.01 level (2-tailed).
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**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).
Lampiran 5

Output Analisis Deskriptif Variabel

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Uji Normalitas

Histogram

Dependent Variable: KeputusanPembelian

Mean = -3.52E-16
Std. Dev. = 0.984
N = 130
**One-Sample Kolmogorov-Smirnov Test**

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a. Test distribution is Normal.

b. Calculated from data.
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a. Dependent Variable: absut
Uji Multikolinearitas

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a. Dependent Variable: KeputusanPembelian

Regresi Linear Berganda

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a. Dependent Variable: absut

Koefisien Determinasi ($R^2$)

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a. Predictors: (Constant), Psikologi, Kebudayaan, Pribadi, Sosial
b. Dependent Variable: KeputusanPembelian
### Uji F

**ANOVA**

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*a. Dependent Variable: KeputusanPembelian*

*b. Predictors: (Constant), Psikologi, Kebudayaan, Pribadi, Sosial*

### Uji t

**Coefficients**

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*a. Dependent Variable: absut*