**LAMPIRAN**

**UJI ASUMSI KLASIK**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 250 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 3.23778227 |
| Most Extreme Differences | Absolute | .033 |
| Positive | .033 |
| Negative | -.029 |
| Test Statistic | | .033 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .756a | .572 | .569 | 3.25086 | 1.822 |
| a. Predictors: (Constant), Brand Awareness, Brand Identity | | | | | |
| b. Dependent Variable: Brand Image | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .339 | 1.211 |  | .280 | .780 |
| Brand Identity | -.033 | .044 | -.056 | -.751 | .454 |
| Brand Awareness | .048 | .045 | .080 | 1.071 | .285 |
| a. Dependent Variable: LNRES2 | | | | | | |