

Lampiran 6. Regresi

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	brandextension ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: ekuitasmerek

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726 ^a	.545	.532	2.658	2.226

a. Predictors: (Constant), brandextension

b. Dependent Variable: ekuitasmerek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.239	2.410		2.109	.038
	brandextension	.525	.048	.453	5.205	.000

a. Dependent Variable: ekuitasmerek