

LAMPIRAN 9
HASIL UJI ANALISIS JALUR (PATH ANALYSIS) TAHAP I

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	10,280	2,360		4,356	,000
	Kualitas_Produk	,216	,050	,352	4,330	,000
	Word_Of_Mouth	,272	,124	,179	2,203	,029

a. Dependent Variable: Keputusan_pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	566,929	2	283,465	29,644	,000 ^b
	Residual	1835,942	192	9,562		
	Total	2402,872	194			

a. Dependent Variable: Keputusan_pembelian

b. Predictors: (Constant), Word_Of_Mouth, Kualitas_Produk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,486 ^a	,236	,228	3,092

a. Predictors: (Constant), Word_Of_Mouth, Kualitas_Produk

LAMPIRAN 10
HASIL UJI ANALISIS JALUR (PATH ANALYSIS) TAHAP II

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	5,185	1,509		3,436	,001
	Kualitas_Produk	,089	,032	,222	2,798	,006
	Word_Of_Mouth	,178	,076	,179	2,327	,021
	Keputusan_pembelian	,206	,044	,314	4,672	,000

a. Dependent Variable: Kepuasan_Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	350,362	3	116,787	32,818	,000 ^b
	Residual	679,710	191	3,559		
	Total	1030,072	194			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Keputusan_pembelian, Word_Of_Mouth, Kualitas_Produk

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,583 ^a	,340	,330	1,886

a. Predictors: (Constant), Keputusan_pembelian, Word_Of_Mouth, Kualitas_Produk