

Lampiran 5 Hasil Uji Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Nasabah, Citra Perusahaan, Kualitas Pelayanan ^b	.	Enter

a. Dependent Variable: Loyalitas Nasabah

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,352 ^a	,124	,100	2,643

a. Predictors: (Constant), Kepuasan Nasabah, Citra Perusahaan, Kualitas Pelayanan

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	109,424	3	36,475	5,222	,002 ^b
	Residual	775,324	111	6,985		
	Total	884,748	114			

a. Dependent Variable: Loyalitas Nasabah

b. Predictors: (Constant), Kepuasan Nasabah, Citra Perusahaan, Kualitas Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,508	1,809		8,572	,000
	Citra Perusahaan	,174	,084	,194	2,062	,042
	Kualitas Pelayanan	,149	,070	,203	2,125	,036
	Kepuasan Nasabah	,141	,069	,183	2,025	,045

a. Dependent Variable: Loyalitas Nasabah