

**Lampiran 7. Hasil Analisis Regresi 2  
(Pengaruh Kepuasan Terhadap Tendensi Loyalitas)**

**Descriptive Statistics**

	Mean	Std. Deviation	N
LOYAL	17.7475	4.65858	198
KEPUASAN	4.2424	.97783	198

**Correlations**

		LOYAL	KEPUASAN
Pearson Correlation	LOYAL	1.000	.718
	KEPUASAN	.718	1.000
Sig. (1-tailed)	LOYAL		.000
	KEPUASAN	.000	
N	LOYAL	198	198
	KEPUASAN	198	198

**Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN(a)		. Enter

a All requested variables entered.  
b Dependent Variable: LOYAL

**Model Summary(b)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718(a)	.515	.513	3.25197	1.427

a Predictors: (Constant), KEPUASAN  
b Dependent Variable: LOYAL

## ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2202.613	1	2202.613	208.279	.000(a)
1 Residual	2072.761	196	10.575		
Total	4275.374	197			

a Predictors: (Constant), KEPUASAN

b Dependent Variable: LOYAL

## Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.240	1.031		3.141	.002
KEPUASAN	3.420	.237	.718	14.432	.000

a Dependent Variable: LOYAL

## Casewise Diagnostics(a)

Case Number	Std. Residual	LOYAL
83	-3.179	10.00
84	-3.179	10.00

a Dependent Variable: LOYAL

## Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.0794	20.3381	17.7475	3.34377	198
Residual	-10.3381	8.9206	.0000	3.24371	198
Std. Predicted Value	-2.293	.775	.000	1.000	198
Std. Residual	-3.179	2.743	.000	.997	198

a Dependent Variable: LOYAL