

Lampiran 8. Hasil Analisis Regresi 3
(Pengaruh Jarak, Biaya dan Citra Terhadap Tendensi Loyalitas)

Descriptive Statistics

	Mean	Std. Deviation	N
loyal	17.7475	4.65858	198
jarak	2.6465	.94319	198
biaya	3.2727	1.12035	198
citra	19.9444	2.80897	198

Correlations

		loyal	jarak	biaya	citra
Pearson Correlation	loyal	1.000	-.313	-.821	.560
	jarak	-.313	1.000	.308	-.155
	biaya	-.821	.308	1.000	-.461
	citra	.560	-.155	-.461	1.000
Sig. (1-tailed)	loyal	.	.000	.000	.000
	jarak	.000	.	.000	.015
	biaya	.000	.000	.	.000
	citra	.000	.015	.000	.
N	loyal	198	198	198	198
	jarak	198	198	198	198
	biaya	198	198	198	198
	citra	198	198	198	198

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	citra, jarak, biaya(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	.848(a)	.720	.715	2.48514	1.584
a Predictors (Constant), citra, jarak, biaya					
b Dependent Variable: loyal					

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3077.248	3	1025.749	166.099	.000 ^a
1 Residual	1198.125	194	6.176		
Total	4275.374	197			

a Predictors: (Constant), citra, jarak, biaya

b Dependent Variable: loyal

Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	20.453	1.813			11.283	.000		
1 jarak	-.310	.197	-.063		-1.573	.117	.905	1.105
biaya	-2.894	.185	-.696		-15.646	.000	.730	1.370
citra	.380	.071	.229		5.354	.000	.787	1.271

a Dependent Variable: loyal

Casewise Diagnostics(a)

Case Number	Std. Residual	loyal
43	3.551	25.00
116	-3.079	6.00

a Dependent Variable: loyal

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.4471	26.7598	17.7475	3.95228	198
Residual	-7.6517	8.8251	.0000	2.46614	198
Std. Predicted Value	-1.847	2.280	.000	1.000	198
Std. Residual	-3.079	3.551	.000	.992	198

a Dependent Variable: loyal