

Lampiran 7. Hasil Uji Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS PRODUK, HARGA ^b		Enter

a. Dependent Variable: KEPUASAN KONSUMEN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.496	.24662

a. Predictors: (Constant), KUALITAS PRODUK, HARGA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.374	2	4.187	68.847	.000 ^b
	Residual	8.271	136	.061		
	Total	16.646	138			

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), KUALITAS PRODUK, HARGA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.154	.186		6.211	.000
	HARGA	.246	.070	.312	3.492	.001
	KUALITAS PRODUK	.384	.077	.447	4.997	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Lanjutan Lampiran 7. Hasil Uji Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN KONSUMEN, HARGA, KUALITAS PRODUK ^b		Enter

a. Dependent Variable: LOYALITAS KONSUMEN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 ^a	.302	.287	.38989

a. Predictors: (Constant), KEPUASAN KONSUMEN, HARGA, KUALITAS PRODUK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.892	3	2.964	19.498	.000 ^b
	Residual	20.522	135	.152		
	Total	29.414	138			

a. Dependent Variable: LOYALITAS KONSUMEN

b. Predictors: (Constant), KEPUASAN KONSUMEN, HARGA, KUALITAS PRODUK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.110	.333		3.335	.001
	HARGA	-.101	.116	-.096	-.867	.387
	KUALITAS PRODUK	.490	.132	.428	3.701	.000
	KEPUASAN KONSUMEN	.324	.136	.243	2.387	.018

a. Dependent Variable: LOYALITAS KONSUMEN

Lanjutan Lampiran 7. Hasil Uji Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN PELANGGAN, KUALITAS PRODUK ^b		Enter

a. Dependent Variable: LOYALITAS PELANGGAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.546 ^a	.298	.288	.38953

a. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PRODUK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.778	2	4.389	28.924	.000 ^b
	Residual	20.636	136	.152		
	Total	29.414	138			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PRODUK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.090	.332		3.287	.001
	KUALITAS PRODUK	.428	.112	.374	3.837	.000
	KEPUASAN PELANGGAN	.290	.130	.218	2.234	.027

a. Dependent Variable: LOYALITAS PELANGGAN