

LAMPIRAN 9

Hasil Uji Analisis Jalur (*Path Analysis*) Tahap II

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Keputusan_Pembelian, Direct_Marketing, Advertising ^b		Enter

a. Dependent Variable: Kepuasan_Pelanggan

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,902 ^a	,813	,808	1,421

a. Predictors: (Constant), Keputusan_Pembelian, Direct_Marketing, Advertising

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1104,067	3	368,022	182,273	,000 ^b
	Residual	254,403	126	2,019		
	Total	1358,469	129			

a. Dependent Variable: Kepuasan_Pelanggan

b. Predictors: (Constant), Keputusan_Pembelian, Direct_Marketing, Advertising

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,737	1,152		,000
	Advertising	,131	,066	,102	,048
	Direct_Marketing	,287	,089	,161	,002
	Keputusan_Pembelian	,659	,041	,750	,000

a. Dependent Variable: Kepuasan_Pelanggan