

LAMPIRAN 7

HASIL UJI ANALISIS JALUR (*PATH ANALYSIS*) TAHAP I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,051	1,323		2,306	,023
	KUALITAS LAYANAN	,196	,040	,386	4,903	,000
	PROMOSI	,175	,063	,219	2,781	,006

a. Dependent Variable: KEPERCAYAAN

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140,028	2	70,014	27,558	,000 ^b
	Residual	373,472	147	2,541		
	Total	513,500	149			

a. Dependent Variable: KEPERCAYAAN

b. Predictors: (Constant), PROMOSI, KUALITAS LAYANAN

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,522 ^a	,273	,263	1,594

a. Predictors: (Constant), PROMOSI, KUALITAS LAYANAN