

## LAMPIRAN 6

### ANALISIS JALUR (PATH ANALYSIS) TAHAP 1

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	LOKASI, KUALITAS PELAYANAN <sup>b</sup>	.	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	.711 <sup>a</sup>	.506	.496	.32074

- a. Predictors: (Constant), LOKASI, KUALITAS PELAYANAN

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.647	2	5.323	51.747	.000 <sup>b</sup>
	Residual	10.390	101	.103		
	Total	21.037	103			

- a. Dependent Variable: KEPUASAN PELANGGAN  
b. Predictors: (Constant), LOKASI, KUALITAS PELAYANAN

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	-1.052	.537		-1.960	.053
	KUALITAS PELAYANAN	.381	.098	.362	3.877	.000
	LOKASI	1.009	.225	.418	4.488	.000

- a. Dependent Variable: KEPUASAN PELANGGAN

ANALISIS JALUR (*PATH ANALYSIS*)  
TAHAP 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KEPUASAN PELANGGAN, KUALITAS PELAYANAN, LOKASI <sup>b</sup>	.	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	.819 <sup>a</sup>	.671	.662	.23012

a. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN, LOKASI

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.820	3	3.607	68.109	.000 <sup>b</sup>
	Residual	5.295	100	.053		
	Total	16.115	103			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN, LOKASI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.076	.392		-.193	.847
	KUALITAS PELAYANAN	.248	.075	.270	3.291	.001
	LOKASI	.395	.177	.187	2.237	.027
	KEPUASAN PELANGGAN	.410	.071	.469	5.748	.000

a. Dependent Variable: LOYALITAS PELANGGAN