

## LAMPIRAN 9

### HASIL ANALISIS JALUR (PATH ANALYSIS) TAHAP I

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Produk <sup>b</sup>	.	Enter
a. Dependent Variable: Kepuasan Pelanggan			
b. All requested variables entered.			

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	292,686	2	146,343	93,001	,000 <sup>b</sup>
	Residual	231,314	147	1,574		
	Total	524,000	149			
a. Dependent Variable: Kepuasan Pelanggan						
b. Predictors: (Constant), Harga, Kualitas Produk						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,609	,900		,677	,500
	Kualitas Produk	,158	,027	,406	5,963	,000
	Harga	,241	,038	,432	6,342	,000
a. Dependent Variable: Kepuasan Pelanggan						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,747 <sup>a</sup>	,559	,553	1,25442
a. Predictors: (Constant), Harga, Kualitas Produk				