

## LAMPIRAN 10

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

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	kepuasan pelanggan, kualitas produk, harga <sup>b</sup>	.	Enter
a. Dependent Variable: loyalitas			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,553 <sup>a</sup>	,306	,297	2,26204
a. Predictors: (Constant), kepuasan pelanggan, kualitas produk, harga				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	331,734	3	110,578	21,464	,000 <sup>b</sup>
	Residual	752,160	146	5,152		
	Total	1083,893	149			
a. Dependent Variable: loyalitas						
b. Predictors: (Constant), kepuasan pelanggan, kualitas produk, harga						

Coefficients <sup>a</sup>						
Model		Unstandardized	Standardized		t	Sig.
		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	(Constant)	6,168	1,631		3,781	,000
	kualitas produk	,123	,054	,219	2,291	,023
	harga	,320	,077	,399	4,128	,000
	kepuasan pelanggan	,317	,136	,221	2,324	,022
a. Dependent Variable: loyalitas						