

LAMPIRAN 8

Hasil Analisis Jalur (*Path Analysis*) Tahap I

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PROMOSI, KUALITAS PRODUK ^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	,562 ^a	,316	,307	2,554
a. Predictors: (Constant), PROMOS, KUALITAS PRODUK				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	473,296	2	236,648	36,280	,000 ^b
	Residual	1024,079	157	6,523		
	Total	1497,375	159			
a. Dependent Variable: KEPUASAN PELANGGAN						
b. Predictors: (Constant), PROMOS, KUALITAS PRODUK						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,365	1,761		4,183	,000
	KUALITAS PRODUK	,197	,039	,364	5,013	,000
	PROMOSI	,251	,060	,302	4,161	,000
a. Dependent Variable: KEPUASAN PELANGGAN						