

LAMPIRAN 9

Hasil Analisis Jalur (*Path Analysis*) Tahap II

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	KEPUASAN PELANGGAN, PROMOSI, KUALITAS PRODUK ^b	.	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	,693 ^a	,480	,470	1,476
a. Predictors: (Constant), KEPUASAN PELANGGAN, PROMOS, KUALITAS PRODUK				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,114	1,073		-2,903	,004
	KUALITAS PRODUK	,077	,025	,215	3,136	,002
	PROMOS	,099	,037	,180	2,690	,008
	KEPUASAN PELANGGAN	,296	,046	,449	6,425	,000
a. Dependent Variable: LOYALITAS PELANGGAN						

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	313,726	3	104,575	48,000	,000 ^b
	Residual	339,867	156	2,179		
	Total	653,594	159			
a. Dependent Variable: LOYALITAS PELANGGAN						
b. Predictors: (Constant), KEPUASAN PELANGGAN, PROMOSI, KUALITAS PRODUK						