

Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416 ^a	.173	.156	3.81154
a. Predictors: (Constant), CitraMerek, KualitasPelayanan, RelationshipMarketing				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	429.827	3	143.276	9.862	.000 ^b
	Residual	2048.421	141	14.528		
	Total	2478.248	144			
a. Dependent Variable: KepuasanKonsumen						
b. Predictors: (Constant), CitraMerek, KualitasPelayanan, RelationshipMarketing						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.147	3.040		3.996	.000
	KualitasPelayanan	.146	.061	.193	2.389	.018
	RelationshipMarketing	.562	.186	.245	3.025	.003
	CitraMerek	.314	.121	.199	2.591	.011
a. Dependent Variable: KepuasanKonsumen						