

## LAMPIRAN 9

Hasil Uji Analisis Jalur (*Path Analysis*) Tahap IISebelum di *Trimming* :Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,266	,670		1,890	,061
1 Kualitas_Produk	-,025	,030	-,051	-,829	,409
Kualitas_Pelayanan	,255	,040	,683	6,326	,000
Kepuasan_Pelanggan	,131	,056	,224	2,319	,022

a. Dependent Variable: Loyalitas\_Pelanggan

Setelah di *Trimming* :Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,089	,634		1,717	,088
1 Kualitas_Pelayanan	,240	,036	,643	6,659	,000
Kepuasan_Pelanggan	,133	,056	,229	2,370	,019

a. Dependent Variable: Loyalitas\_Pelanggan

Koefisien Determinasi :

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,854 <sup>a</sup>	,729	,725	,83871

a. Predictors: (Constant), Kepuasan\_Pelanggan, Kualitas\_Pelayanan