

### Lampiran 13 : Hasil Uji Regresi Linear Berganda, Uji t, Uji F, dan Koefisien Determinasi ( $R^2$ )

#### Regression

##### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Emosional, Kualitas Produk, Harga <sup>b</sup>		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	,733 <sup>a</sup>	,537	,528	2,003

a. Predictors: (Constant), Emosional, Kualitas Produk, Harga

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	680,418	3	226,806	56,548	,000 <sup>b</sup>
	Residual	585,582	146	4,011		
	Total	1266,000	149			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Emosional, Kualitas Produk, Harga

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,010	2,044		2,452	,015
	Harga	,453	,147	,221	3,082	,002
	Kualitas Produk	,217	,050	,305	4,366	,000
	Emosional	,883	,190	,348	4,635	,000

a. Dependent Variable: Kepuasan Pelanggan