

## Lampiran 10

**UJI HIPOTESIS****1. Hasil Uji Regresi Linier Berganda**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,543	1,240		,438	,662
KUALITAS PELAYANAN	,125	,017	,445	7,415	,000
PERSEPSI HARGA	,249	,066	,225	3,771	,000
CITRA MEREK	,196	,053	,221	3,692	,000

a. Dependent Variable: KEPUASAN PELANGGAN

Sumber : Hasil Output Software Statistik (2018)

**2. Uji Secara Bersama-sama (Uji F)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281,140	3	93,713	57,823	,000 <sup>b</sup>
	Residual	293,347	181	1,621		
	Total	574,486	184			

a. Dependent Variable: KEPUASAN PELANGGAN

b. Predictors: (Constant), CITRA MEREK, PERSEPSI HARGA, KUALITAS PELAYANAN

Sumber : Hasil Output Software Statistik (2018)

### 3. Uji Parsial (Uji t)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,543	1,240		,438	,662
KUALITAS PELAYANAN	,125	,017	,445	7,415	,000
PERSEPSI HARGA	,249	,066	,225	3,771	,000
CITRA MEREK	,196	,053	,221	3,692	,000

a. Dependent Variable: KEPUASAN PELANGGAN

Sumber : Hasil Output Software Statistik (2018)

### 4. Koefisien Determinasi ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,700 <sup>a</sup>	,489	,481	1,27307

a. Predictors: (Constant), CITRA MEREK, PERSEPSI HARGA, KUALITAS PELAYANAN

b. Dependent Variable: KEPUASAN PELANGGAN

Sumber : Hasil Output Software Statistik (2018)