

Lampiran 9

Analisis Jalur Tahap I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,500 ^a	,250	,245	3,31070

- a. Predictors: (Constant), Kualitas Pelayanan
 b. Sumber : Hasil Output Software Statistik, 2019

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557,971	1	557,971	50,906	,000 ^b
	Residual	1676,997	153	10,961		
	Total	2234,968	154			

- a. Dependent Variable: Kepuasan Konsumen
 b. Predictors: (Constant), Kualitas Pelayanan
 c. Sumber : Hasil Output Software Statistik, 2019

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,378	1,905		3,348	,001
	Kualitas Pelayanan	,354	,050	,500	7,135	,000

- a. Dependent Variable: Kepuasan Konsumen
 b. Sumber : Hasil Output Statistik, 2019

Lampiran 10 Analisis Jalur Tahap II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,537 ^a	,288	,279	2,46258

- a. Predictors: (Constant), Kepuasan konsumen, Kualitas Pelayanan
 b. Sumber : Hasil Output Software Statistik, 2019

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373,220	2	186,610	30,772	,000 ^b
	Residual	921,774	152	6,064		
	Total	1294,994	154			

- a. Dependent Variable: Loyalitas Konsumen
 b. Predictors: (Constant), Kepuasan konsumen, Kualitas Pelayanan
 c. Sumber : Hasil Output Software Statistik, 2019

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,763	1,508		6,473	,000
	Kualitas Pelayanan	,143	,048	,265	2,967	,003
	Kepuasan konsumen	,163	,045	,326	3,652	,000

- a. Dependent Variable: Loyalitas Konsumen
 b. Sumber : Hasil Output Software Statistik, 2019