

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	social, emotional, image, fuctional_price, epistemic, fuctional_want ^a		Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978 ^a	.956	.944	.20329

a. Predictors: (Constant), social, emotional, image, fuctional_price, epistemic, fuctional_want

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.416	6	3.403	82.336	.000 ^a
	Residual	.951	23	.041		
	Total	21.367	29			

a. Predictors: (Constant), social, emotional, image, fuctional_price, epistemic, fuctional_want

b. Dependent Variable: loyalitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	-.008	.135		
	fuctional_want	.078	.442	.077	.177
	epistemic	-.069	.217	-.073	.755
	image	1.059	.155	1.021	6.824
	emotional	-.082	.273	-.084	.765
	fuctional_price	.066	.177	.067	.374
	social	-.033	.169	-.034	.847

a. Dependent Variable: loyalitas

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.993	28

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
functional1	77.1667	558.902	.891	.993
functional2	77.1667	562.420	.846	.993
functional3	77.2667	559.513	.966	.992
functional4	77.2667	565.237	.909	.993
epistemic1	77.1667	559.661	.904	.993
epistemic2	77.2333	560.599	.956	.992
epistemic3	77.2667	559.857	.958	.992
epistemic4	77.3000	561.390	.948	.992
image1	77.3333	561.816	.926	.992
image2	77.2667	560.892	.973	.992
image3	77.3667	570.033	.834	.993
image4	77.3000	565.597	.887	.993
emotional1	77.2000	561.338	.885	.993
emotional2	77.2333	563.151	.898	.993
emotional3	77.2000	559.959	.915	.993
emotional4	77.2333	561.151	.943	.992
price1	77.3667	564.447	.931	.992
price2	77.3000	561.734	.979	.992
price3	77.4667	569.223	.869	.993
price4	77.2667	562.340	.903	.993
social1	77.2667	561.030	.898	.993
social2	77.3667	564.861	.921	.993
social3	77.2667	562.064	.909	.993
social4	77.2333	561.289	.940	.992
loyalitas1	77.3000	566.631	.827	.993
loyalitas2	77.3333	567.057	.841	.993
loyalitas3	77.2000	561.752	.877	.993
loyalitas4	77.2667	560.478	.944	.992

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
80.1333	604.947	24.59567	28