Lampiran 12

Hasil Uji Analisis Jalur

A. Hasil Uji Tahap I

Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan Pelanggan	18.37	2.153	120
Kualitas Pelayanan	47.72	5.546	120

Correlations

		Kepuasan Pelanggan	Kualitas Pelayanan
Pearson Correlation	Kepuasan Pelanggan	1.000	.655
	Kualitas Pelayanan	.655	1.000
Sig. (1-tailed)	Kepuasan Pelanggan	.	.000
	Kualitas Pelayanan	.000	.
N	Kepuasan Pelanggan	120	120
	Kualitas Pelayanan	120	120

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kualitas Pelayanan[b]	.	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	.655[a]	.429	.424	1.635

a. Predictors: (Constant), Kualitas Pelayanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	236.525	1	236.525	88.507	.000[b]
	Residual	315.342	118	2.672		
	Total	551.867	119			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.237	1.298		4.805	.000
	Kualitas Pelayanan	.254	.027	.655	9.408	.000

a. Dependent Variable: Kepuasan Pelanggan

B. Hasil Uji Tahap II

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas Pelanggan	9.28	1.217	120
Kualitas Pelayanan	47.72	5.546	120
Kepuasan Pelanggan	18.37	2.153	120

Correlations

		Loyalitas Pelanggan	Kualitas Pelayanan	Kepuasan Pelanggan
Pearson Correlation	Loyalitas Pelanggan	1.000	.443	.527
	Kualitas Pelayanan	.443	1.000	.655
	Kepuasan Pelanggan	.527	.655	1.000
Sig. (1-tailed)	Loyalitas Pelanggan	.	.000	.000
	Kualitas Pelayanan	.000	.	.000
	Kepuasan Pelanggan	.000	.000	.
N	Loyalitas Pelanggan	120	120	120
	Kualitas Pelayanan	120	120	120
	Kepuasan Pelanggan	120	120	120

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan, Kualitas Pelayanan[b]	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543[a]	.295	.283	1.031

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.979	2	25.990	24.446	.000[b]
	Residual	124.387	117	1.063		
	Total	176.367	119			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Pelayanan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.181	.895		3.554	.001
	Kualitas Pelayanan	.037	.023	.170	1.651	.100
	Kepuasan Pelanggan	.235	.058	.416	4.049	.000

a. Dependent Variable: Loyalitas Pelanggan

C. Hasil Uji Model Trimming

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas Pelanggan	9.28	1.217	120
Kepuasan Pelanggan	18.37	2.153	120

Correlations

		Loyalitas Pelanggan	Kepuasan Pelanggan
Pearson Correlation	Loyalitas Pelanggan	1.000	.527
	Kepuasan Pelanggan	.527	1.000
Sig. (1-tailed)	Loyalitas Pelanggan	.	.000
	Kepuasan Pelanggan	.000	.
N	Loyalitas Pelanggan	120	120
	Kepuasan Pelanggan	120	120

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan[b]	.	Enter

a. Dependent Variable: Loyalitas Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.278	.272	1.039

a. Predictors: (Constant), Kepuasan Pelanggan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.054	1	49.054	45.466	.000[b]
	Residual	127.313	118	1.079		
	Total	176.367	119			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.808	.818		4.657	.000
	Kepuasan Pelanggan	.298	.044	.527	6.743	.000

a. Dependent Variable: Loyalitas Pelanggan