**UJI HIPOTESIS DAN REGRESI LINEAR BERGANDA**

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .973(a) | .947 | .945 | .13453 |

a Predictors: (Constant), citra, harga, diferensiasi

**ANOVA(b)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 24.811 | 3 | 8.270 | 456.958 | .000(a) |
| Residual | 1.376 | 76 | .018 |  |  |
| Total | 26.187 | 79 |  |  |  |

a Predictors: (Constant), citra, harga, diferensiasi

b Dependent Variable: kepuasan

**Coefficients(a)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|  |  | B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .073 | .124 |  | .593 | .555 |  |  |
|  | diferensiasi | .095 | .046 | .090 | 2.067 | .042 | .366 | 2.730 |
|  | harga | .979 | .040 | .971 | 24.582 | .000 | .443 | 2.260 |
|  | citra | .101 | .048 | .090 | 2.100 | .039 | .373 | 2.682 |

a Dependent Variable: kepuasan