LAMPIRAN 5

UJI HIPOTESIS

1.UJI t DAN LINEAR BERGANDA

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2.055 | .277 |  | 7.423 | .000 |
| CitraMerek | .817 | .110 | .812 | 7.452 | .000 |
| Kepercayaan | .299 | .093 | .352 | 3.228 | .002 |
| a. Dependent Variable: Loyalitas | | |  |  |  |  |

2. UJI f STATISTIK

| **ANOVAb** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 13.204 | 2 | 6.602 | 31.144 | .000a |
| Residual | 20.562 | 97 | .212 |  |  |
| Total | 33.766 | 99 |  |  |  |
| a. Predictors: (Constant), Kepercayaan, CitraMerek | | | | |  |  |
| b. Dependent Variable: Loyalitas | | |  |  |  |  |

3. UJI KOEFISIEN DETERMINASI R2

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .625a | .391 | .378 | .46041 |
| a. Predictors: (Constant), Kepercayaan, CitraMerek | | | | |
| b. Dependent Variable: Loyalitas | | | |  |