

UJI REGRESI KESADARAN MEREK TERHADAP PERSEPSI KUALITAS

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	TOTALKM(a)	.	Enter

- a All requested variables entered.
- b Dependent Variable: TOTALPK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661(a)	.437	.431	3.834

- a Predictors: (Constant), TOTALKM

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1116.719	1	1116.719	75.968	.000(a)
	Residual	1440.591	98	14.700		
	Total	2557.310	99			

- a Predictors: (Constant), TOTALKM
- b Dependent Variable: TOTALPK

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	10.536	2.677		3.935	.000
	TOTALKM	1.012	.116	.661	8.716	.000

- a Dependent Variable: TOTALPK

UJI REGRESI KESADARAN MEREK TEHHADAP LOYALITAS MEREK

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	TOTALKM(a)	.	Enter

a All requested variables entered.

b Dependent Variable: TOTALLM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505(a)	.255	.247	3.504

a Predictors: (Constant), TOTALKM

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	411.537	1	411.537	33.515	.000(a)
	Residual	1203.373	98	12.279		
	Total	1614.910	99			

a Predictors: (Constant), TOTALKM

b Dependent Variable: TOTALLM

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2.010	2.447		.822	.413
	TOTALKM	.615	.106	.505	5.789	.000

a Dependent Variable: TOTALLM

Lampiran 4

UJI REGRESI KESADARAN MEREK, PERSEPSI KUALITAS, LOYALITAS MEREK TERHADAP NIAT PEMBELIAN ULANG

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	TOTALLM, TOTALKM, TOTALPK(a)	.	Enter

a All requested variables entered.

b Dependent Variable: TOTALN

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852(a)	.727	.718	2.022

a Predictors: (Constant), TOTALLM, TOTALKM, TOTALPK

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1042.469	3	347.490	85.004	.000(a)
	Residual	392.441	96	4.088		
	Total	1434.910	99			

a Predictors: (Constant), TOTALLM, TOTALKM, TOTALPK

b Dependent Variable: TOTALN

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-.464	1.545		-.300	.765
	TOTALKM	.126	.082	.110	1.539	.127
	TOTALPK	.222	.067	.297	3.312	.001
	TOTALLM	.508	.073	.539	6.920	.000

a Dependent Variable: TOTALN