LAMPIRAN 13

Analisis Regresi Linear Berganda

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.439	5.018

a. Predictors: (Constant), Kepercayaan merek, Citra merek

b. Dependent Variable: Loyalitas Merek

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3975.092	2	1987.546	78.931	.000[a]
	Residual	4960.588	197	25.181		
	Total	8935.680	199			

a. Predictors: (Constant), Kepercayaan merek, Citra merek

b. Dependent Variable: Loyalitas Merek

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.626	3.423		-1.060	.291
	Citra merek	.426	.088	.297	4.850	.000
	Kepercayaan merek	.475	.062	.468	7.657	.000

a. Dependent Variable: Loyalitas Merek

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	27.46	49.96	38.96	4.469	200
Residual	-17.106	15.023	.000	4.993	200
Std. Predicted Value	-2.573	2.461	.000	1.000	200
Std. Residual	-3.409	2.994	.000	.995	200

a. Dependent Variable: Loyalitas Merek