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LAMPIRAN

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y2

/METHOD=ENTER X1 X2 Y1

/SCATTERPLOT=(*SDRESID ,Y2)

/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).

Regression

Notes

Output Created		30-JAN-2021 20:39:37
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y2 /METHOD=ENTER X1 X2 Y1 /SCATTERPLOT=(*SDRESI D ,Y2) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:02,13
	Elapsed Time	00:00:01,35
	Memory Required	3472 bytes
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Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.543 ^a	.295	.271	1.40338	.295	12.550

Model Summary^b

Model	Change Statistics			Durbin Watson
	df1	df2	Sig. F Change	
1	3	90	.000	1.274

a. Predictors: (Constant), Kepuasan, Bauran Pemasaran, Kualitas Pelayanan

b. Dependent Variable: Loyalitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.151	3	24.717	12.550	.000 ^b
	Residual	177.253	90	1.969		
	Total	251.404	93			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Kepuasan, Bauran Pemasaran, Kualitas Pelayanan

Coefficients^a

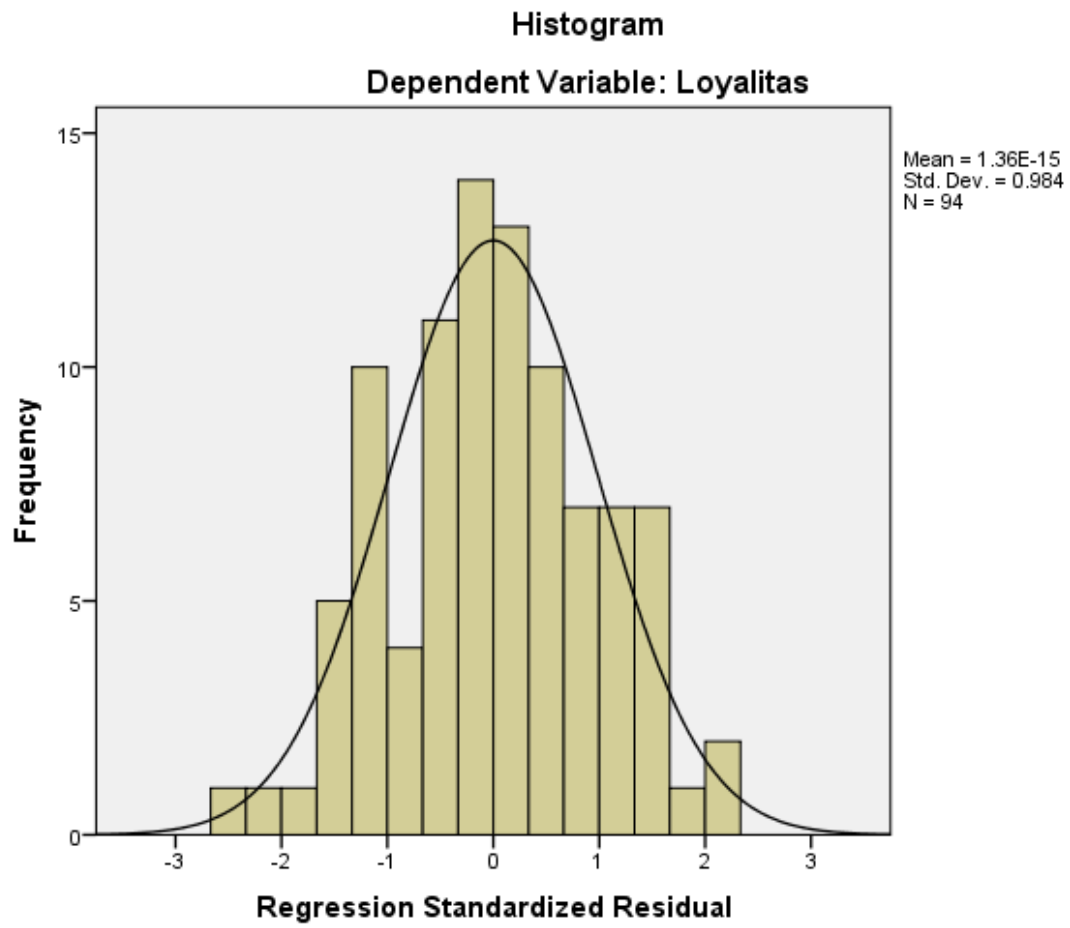
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	-12.519	4.244		-2.949	.004
	Bauran Pemasaran	.117	.026	.416	4.453	.000
	Kualitas Pelayanan	.072	.028	.252	2.604	.011
	Kepuasan	.183	.079	.221	2.322	.023

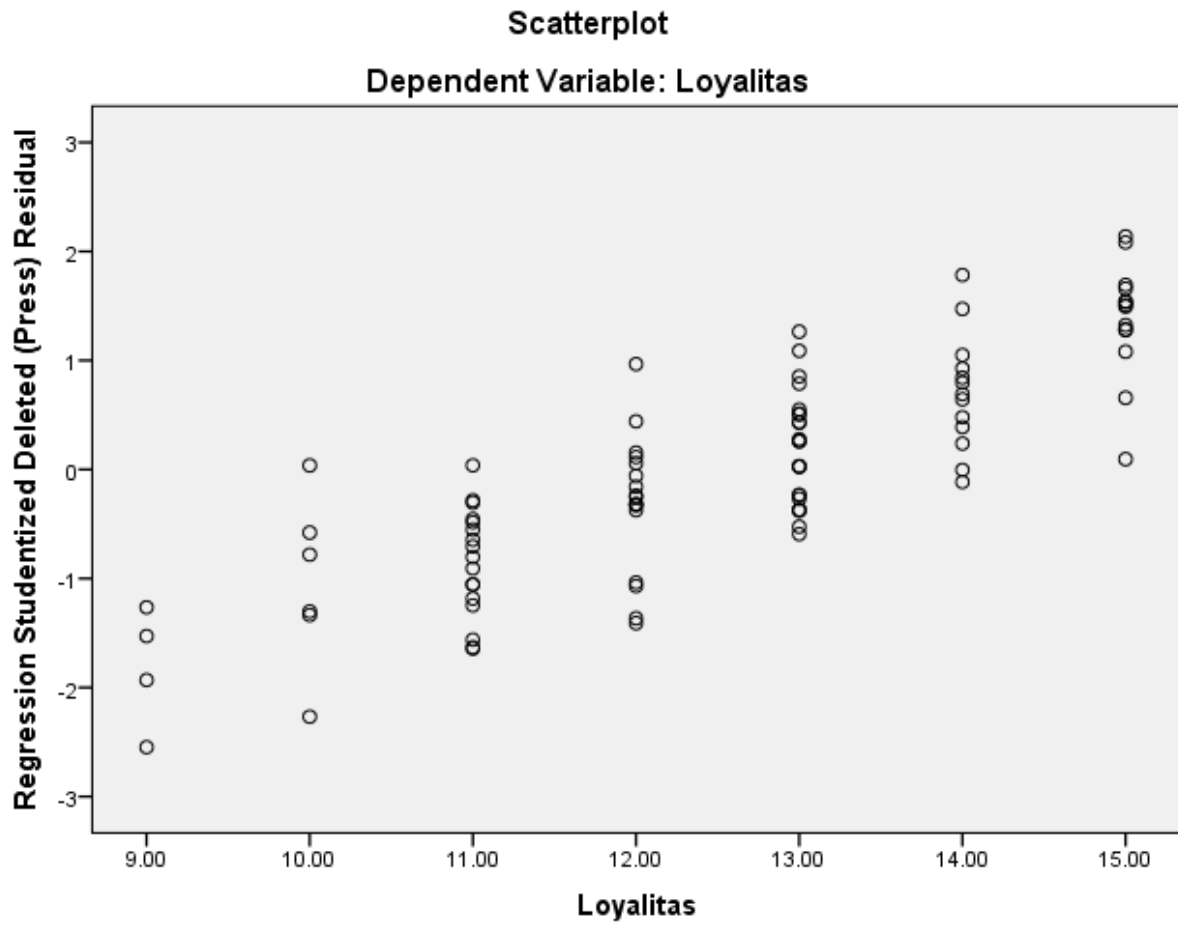
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Bauran Pemasaran	.900	1.112
	Kualitas Pelayanan	.836	1.196
	Kepuasan	.866	1.154

a. Dependent Variable: Loyalitas

Charts





REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA CHANGE

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y1

/METHOD=ENTER X1 X2

/SCATTERPLOT=(**SDRESID* ,Y1)

/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).

Regression

Notes

Output Created		30-JAN-2021 21:24:32
Comments		
Input	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y1 /METHOD=ENTER X1 X2 /SCATTERPLOT=(*SDRESI D ,Y1) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:01,19
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	Additional Memory Required for Residual Plots	664 bytes

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.366 ^a	.134	.115	1.86727	.134	7.016

Model Summary^b

Model	Change Statistics		
	df1	df2	Sig. F Change
1	2	91	.001

a. Predictors: (Constant), Kualitas Pelayanan, Bauran Pemasaran

b. Dependent Variable: Kepuasan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.925	2	24.462	7.016	.001 ^b
	Residual	317.288	91	3.487		
	Total	366.213	93			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Kualitas Pelayanan, Bauran Pemasaran

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	6.500	5.606		1.159	.249
	Bauran Pemasaran	.074	.034	.219	2.180	.032
	Kualitas Pelayanan	.119	.034	.348	3.468	.001

a. Dependent Variable: Kepuasan

Hasil Uji Sobel Test

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**

Model : 4

Y : Y2

X : X1

M : Y1

Sample

Size: 94

**

OUTCOME VARIABLE:

Y1

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1382	,0191	3,9045	1,7915	1,0000	92,0000	,1840

Model

	coeff	se	t	p	LLCI	ULCI
constant	19,8524	4,3117	4,6043	,0000	11,2889	28,4158
X1	,0468	,0349	1,3385	,1840	-,0226	,1162

Standardized coefficients

	coeff
X1	,1382

**

OUTCOME VARIABLE:

Y2

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4918	,2418	2,0946	14,5126	2,0000	91,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-5,8917	3,5030	-1,6819	,0960	-12,8500	1,0667
X1	,0969	,0258	3,7494	,0003	,0456	,1482
Y1	,2530	,0764	3,3134	,0013	,1013	,4047

Standardized coefficients

	coeff
X1	,3456
Y1	,3054

Test(s) of X by M interaction:

F	df1	df2	p
1,3726	1,0000	90,0000	,2445

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
,0969	,0258	3,7494	,0003	,0456	,1482	,0589	,3456

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Y1	,0118	,0108	-,0061 ,0366

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Y1	,0072	,0065	-,0039 ,0215

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Y1	,0422	,0357	-,0242 ,1169

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2018). www.guilford.com/p/hayes3

**

Model : 4

Y : Y2

X : X2

M : Y1

Sample

Size: 94

**

OUTCOME VARIABLE:

Y1

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2972	,0883	3,6289	8,9155	1,0000	92,0000	,0036

Model

	coeff	se	t	p	LLCI	ULCI
constant	17,0732	2,8681	5,9527	,0000	11,3769	22,7696
X2	,1020	,0342	2,9859	,0036	,0342	,1699

Standardized coefficients

	coeff
X2	,2972

**

OUTCOME VARIABLE:

Y2

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3737	,1396	2,3770	7,3836	2,0000	91,0000	,0011

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,7971	2,7319	1,0238	,3086	-2,6296	8,2238
X2	,0364	,0290	1,2561	,2123	-,0212	,0939
Y1	,2611	,0844	3,0942	,0026	,0935	,4287

Standardized coefficients

	coeff
X2	,1279
Y1	,3151

Test(s) of X by M interaction:

F	df1	df2	p
,1610	1,0000	90,0000	,6892

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
,0364	,0290	1,2561	,2123	-,0212	,0939	,0221	,1279

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Y1	,0266	,0111	,0079 ,0513

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Y1	,0162	,0065	,0046 ,0303

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
Y1	,0937	,0384	,0255 ,1769

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Reliability

Scale: Bauran Pemasaran

Reliability Statistics

Cronbach's Alpha	N of Items
.959	29

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	111.7553	281.649	.637	.958
x1.2	111.7447	285.655	.456	.959
x1.3	112.0745	271.876	.818	.956
x1.4	112.2128	278.019	.634	.958
x1.5	111.9255	277.919	.601	.958
x1.6	111.7766	272.412	.725	.957
x1.7	112.0745	271.876	.818	.956
x1.8	111.7234	286.396	.429	.959
x1.9	111.7553	281.649	.637	.958
x1.10	111.9468	274.115	.718	.957
x1.11	112.0426	281.095	.508	.959
x1.12	111.7553	281.649	.637	.958
x1.13	111.9043	272.303	.777	.956
x1.14	112.0532	276.976	.602	.958
x1.15	111.7340	284.799	.451	.959
x1.16	111.5106	285.156	.475	.959
x1.17	111.7553	281.649	.637	.958
x1.18	112.0745	271.876	.818	.956
x1.19	111.7553	281.649	.637	.958

x1.20	111.9468	274.115	.718	.957
x1.21	112.0426	281.095	.508	.959
x1.22	111.7553	281.649	.637	.958
x1.23	111.9043	272.303	.777	.956
x1.24	111.9468	274.115	.718	.957
x1.25	112.0426	281.095	.508	.959
x1.26	111.7553	281.649	.637	.958
x1.27	111.9043	272.303	.777	.956
x1.28	112.0745	271.876	.818	.956
x1.29	112.0745	271.876	.818	.956

Scale: Kualitas Pelayanan

Reliability Statistics

Cronbach's Alpha	N of Items
.894	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	77.3511	88.209	.467	.891
x2.2	77.0638	89.759	.501	.890
x2.3	77.2128	83.288	.745	.882
x2.4	77.3617	85.266	.601	.886
x2.5	77.0426	89.052	.492	.890
x2.6	76.8191	89.956	.470	.890
x2.7	77.0638	89.759	.501	.890
x2.8	77.3830	84.540	.692	.884
x2.9	77.0638	89.759	.501	.890

x2.10	77.2553	83.569	.729	.882
x2.11	77.0745	91.274	.391	.892
x2.12	77.0851	88.509	.567	.888
x2.13	77.2234	90.605	.367	.893
x2.14	77.1915	86.673	.642	.886
x2.15	76.9468	90.782	.377	.893
x2.16	77.0745	87.166	.600	.887
x2.17	77.2128	90.728	.349	.894
x2.18	77.2979	89.050	.376	.894
x2.19	77.1277	87.768	.464	.891
x2.20	76.9894	88.441	.475	.890

Scale: Kepuasan

Reliability Statistics

Cronbach's Alpha	N of Items
.845	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	19.7234	12.632	.483	.843
y1.2	20.1702	10.831	.680	.808
y1.3	19.8830	10.298	.733	.796
y1.4	19.7340	9.423	.832	.772
y1.5	20.0319	10.913	.630	.818
y1.6	19.7128	13.067	.387	.858

Scale: loylitas

Reliability Statistics

Cronbach's Alpha	N of Items
.603	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	8.5213	1.457	.377	.503
y2.2	8.2979	1.480	.440	.405
y2.3	8.5426	1.649	.356	.528