

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.43956579
Most Extreme Differences	Absolute	.104
	Positive	.063
	Negative	-.104
Kolmogorov-Smirnov Z		1.040
Asymp. Sig. (2-tailed)		.229
a. Test distribution is Normal.		

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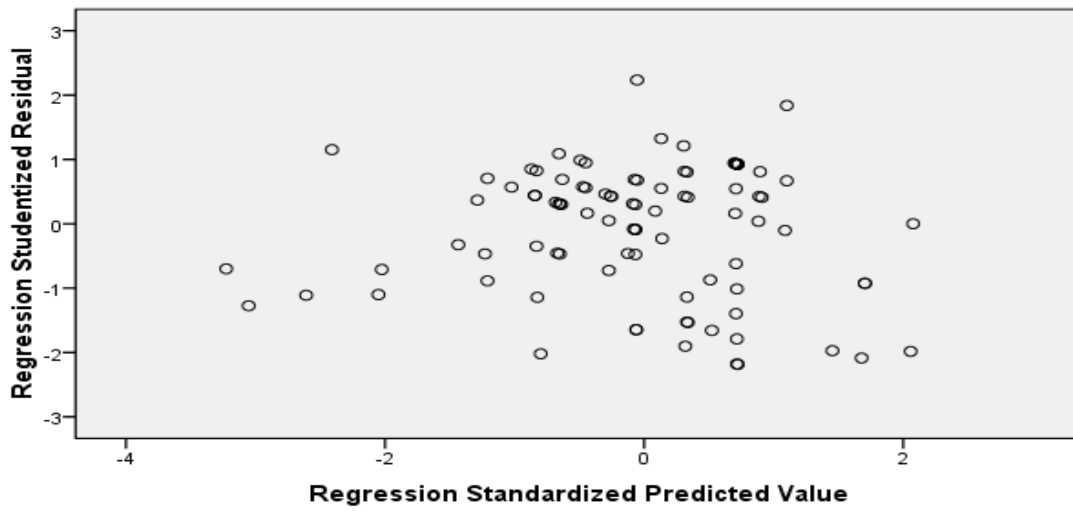
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.555	1.722		2.065	.042		
promosi	.017	.078	.024	.211	.833	.606	1.651
merek	.306	.068	.505	4.526	.000	.606	1.651

a. *Dependent Variable:* kepuasan

Scatterplot

Dependent Variable: KEPUASAN



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.520 ^a	.270	.255	2.739716	.270	17.937	2	97	.000	1.690

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	2.078	1.814		1.145	.255			
PROMOSI	.023	.076	.032	.297	.767	.340	.030	.026
CITRA MERK	.283	.060	.508	4.685	.000	.528	.430	.404

a. *Dependent Variable:* KEPUASAN PELANGGAN

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.078	1.814		1.145	.25
PROMOSI	.023	.076	.032	.297	.76
CITRA MERK	.283	.060	.508	4.685	.00

a. *Dependent Variable:* KEPUASAN PELANGGAN

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	278,217	2	139,109	18,763	,000 ^b
Residual	719,144	97	7,414		
Total	997,362	99			

a. *Dependent Variable:* KEPUASAN PELANNGAN

b. *Predictors:* (Constant), CITRA MEREK, PROMOSI

Sumber: Hasil pengolahan SPSS