

# LAMPIRAN

## Lampiran 1. Hasil analisis regresi linear berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864(a)	.746	.742	2.04397

a Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Assosiation, Perceived Quality

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3384.562	4	846.141	202.531	.000(a)
	Residual	1153.082	276	4.178		
	Total	4537.644	280			

a Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Assosiation, Perceived Quality

b Dependent Variable: Loyalitas Konsumen

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-.071	.797		-.089	.929
	Brand Awareness	-.015	.052	-.013	-.288	.774
	Perceived Quality	.292	.070	.216	4.153	.000
	Brand Assosiation	.074	.059	.060	1.246	.214
	Brand Loyalty	.698	.050	.656	13.844	.000

a Dependent Variable: Loyalitas Konsumen