**Regression**

[DataSet0]

| **Variables Entered/Removedb** |
| --- |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Nilai Pelanggan (X3), Periklanan (X1), Gaya Hidup (X2)a | . | Enter |
| a. All requested variables entered. |  |
| b. Dependent Variable: Minat Nasabah (Y) |

| **Model Summary** |
| --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .677a | .458 | .423 | 3.14641 |
| a. Predictors: (Constant), Nilai Pelanggan (X3), Periklanan (X1), Gaya Hidup (X2) |

| **ANOVAb** |
| --- |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 385.484 | 3 | 128.495 | 12.979 | .000a |
| Residual | 455.396 | 46 | 9.900 |  |  |
| Total | 840.880 | 49 |  |  |  |
| a. Predictors: (Constant), Nilai Pelanggan (X3), Periklanan (X1), Gaya Hidup (X2) |
| b. Dependent Variable: Minat Nasabah (Y) |  |  |  |

| **Coefficientsa** |
| --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -3.454 | 5.490 |  | -.629 | .532 |
| Periklanan (X1) | .396 | .163 | .294 | 2.429 | .019 |
| Gaya Hidup (X2) | .354 | .137 | .318 | 2.575 | .013 |
| Nilai Pelanggan (X3) | .379 | .150 | .293 | 2.531 | .015 |
| a. Dependent Variable: Minat Nasabah (Y) |  |  |  |