



VORLAGE ZUR GESTALTUNG VON WEIZENSTROH-KUGELSCHREIBER

The following table shows the results of the regression analysis for the dependent variable "Customer Satisfaction". The independent variables are "Service Quality", "Price", and "Brand Reputation". The table includes the coefficient estimates, standard errors, t-statistics, and p-values for each variable.

Variable	Coefficient	Standard Error	t-statistic	p-value
Service Quality	0.45	0.05	9.00	0.000
Price	-0.15	0.03	-4.50	0.000
Brand Reputation	0.20	0.02	10.00	0.000
Constant	1.20	0.10	12.00	0.000

The regression results indicate that Service Quality, Price, and Brand Reputation are all significant predictors of Customer Satisfaction. Service Quality has a positive coefficient, while Price has a negative coefficient. Brand Reputation has a positive coefficient. The constant term is also positive.