

LAMPIRAN 1

KUISIONER

Responden terhormat,

Dengan kuesioner ini, saya menerangkan data sebagai berikut:

Nama : Ivan Nico Soesilo

Jurusan : Manajemen Pemasaran

Judul Skripsi : Analisa Pengaruh Citra Merek IM3 terhadap Loyalitas dan
Komitmen Pelanggan IM3 di Surabaya Selatan.

Kuesioner ini dibuat dalam rangka melakukan penelitian guna menyelesaikan skripsi.

Saya berharap responden bersedia menjawab pertanyaan maupun memberikan penilaian pada pernyataan yang tersedia. Atas kesediaan responden, saya mengucapkan terima kasih.

Hormat saya,

(Ivan Nico)

A. Profil Responden

Berilah tanda silang (x) pada pilihan jawaban yang Anda anggap paling sesuai dengan pendapat Anda.

1. Jenis Kelamin:

a) Pria

b) Wanita

b

2. Usia:

a) < 21 tahun b) 21-30 tahun

3. Durasi Penggunaan Produk IM3

a) < 3 bulan b) \geq 3bulan

B. Berilah tanda silang (x) pada pilihan jawaban yang Anda anggap paling sesuai dengan pendapat Anda.

Keterangan:

STS= Sangat Tidak Setuju

S = Setuju

TS = Tidak Setuju

SS = Sangat Tidak Setuju

N = Netral

CITRA MEREK

NO	PERNYATAAN	STS	TS	N	S	SS
1.	IM3 memiliki banyak program yang menguntungkan secara ekonomis (Contoh: IM3 Ce Es-an, SMS Harian 400)					
2.	IM3 memiliki tarif dasar panggilan yang murah					
3.	IM3 memiliki sinyal panggilan yang kuat					
4.	IM3 memiliki layanan pelanggan yang tanggap dan memuaskan					
5.	IM3 memiliki tarif dasar internet yang murah					

d

LOYALITAS PELANGGAN

NO	PERNYATAAN	STS	TS	N	S	SS
1.	Jika saya memutuskan untuk kembali membeli produk serupa, saya akan tetap memilih produk IM3					
2.	Saya menggunakan produk IM3 karena saya percaya bahwa produk IM3 merupakan pilihan yang terbaik untuk saya					
3.	Saya akan merekomendasikan produk IM3 kepada orang lain yang meminta rekomendasi dari saya					
4.	Saya beranggapan bahwa produk IM3 memiliki nilai lebih dibandingkan dengan produk sejenis lainnya					
5.	Saya akan menyarankan kepada orang lain untuk menggunakan produk IM3					

e

KOMITMEN PELANGGAN

NO	PERNYATAAN	STS	TS	N	S	SS
1.	Sangat sulit bagi saya untuk beralih dari IM3 ke merek lain meskipun saya sangat menginginkannya					
2.	Hidup saya akan kacau apabila saya beralih dari IM3 ke merek lain					
3.	Apabila saya beralih dari IM3 ke merek lain, saya akan mengorbankan banyak biaya.					
4.	Saat ini, bagi saya, produk IM3 merupakan satu – satunya pilihan					

a

Lampiran 1

Kuesioner

NO	JK	USIA	DURASI	CITRA MEREK					LOYALITAS PELANGGAN					KOMITMEN PELANGGAN			
				CM1	CM2	CM3	CM4	CM5	LP1	LP2	LP3	LP4	LP5	KP1	KP2	KP3	KP4
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189	1	2	2	4	4	3	3	2	4	4	3	4	3	4	5	4	4
190	1	2	2	4	3	4	3	4	3	3	3	4	4	3	2	2	2
191	2	2	2	4	4	4	1	2	4	4	3	4	4	2	2	2	4
192	1	2	2	5	3	3	3	4	4	4	4	3	3	3	4	4	3
193	2	1	2	5	4	3	3	2	3	4	4	4	4	4	4	4	4
194	1	2	2	5	3	3	3	4	4	3	4	4	3	1	3	2	3
195	1	1	2	4	2	4	4	5	5	1	4	5	5	5	5	5	3
196	1	1	2	3	4	5	4	5	4	5	5	3	4	1	3	3	4
197	1	2	2	4	4	3	3	5	4	4	4	4	4	4	3	3	4
198	1	2	2	3	3	3	3	4	4	4	4	4	4	4	4	4	4
199	2	2	2	4	2	4	4	2	3	3	2	2	2	2	4	3	3
200	1	1	2	5	4	4	4	5	5	5	4	3	3	4	4	4	4

a

Lampiran 2

Statistics

		JK	USIA	DURASI
N	Valid	200	200	200
	Missing	0	0	0

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	161	80.5	80.5	80.5
	2.00	39	19.5	19.5	100.0
Total		200	100.0	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	75	37.5	37.5	37.5
	2.00	125	62.5	62.5	100.0
Total		200	100.0	100.0	

DURASI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	9.5	9.5	9.5
	2.00	181	90.5	90.5	100.0
Total		200	100.0	100.0	

a

Lampiran 3

Citra Merek

		Statistics				
		CM1	CM2	CM3	CM4	CM5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		3.6650	3.0150	3.2100	3.0650	3.3350
Std. Deviation		.94724	.92686	1.12795	.95147	1.16169

Loyalitas Pelanggan

		Statistics				
		LP1	LP2	LP3	LP4	LP5
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		3.4550	3.5350	3.4100	3.3250	3.2800
Std. Deviation		.98633	.93978	.91437	.92393	.93594

Komitmen Pelanggan

		Statistics			
		KP1	KP2	KP3	KP4
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		2.9200	3.2500	2.9300	3.1850
Std. Deviation		1.13580	1.10617	1.03947	.99283

d

	Sig. (2-tailed)	.000	.001	.004	.077	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
TOTAL	Pearson	.511**	.469**	.540**	.512**	.454**	.732**	.637**	.605**	.691**	.711**	.484**	.578**	.606**	.659**	1
	Correlation															
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliabilitas Citra Merek

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.630	5

Reliabilitas Loyalitas Pelanggan

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.832	5

Reliabilitas Komitmen Pelanggan

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

Lampiran 5

DATE: 07/23/2010
TIME: 23:21

P R E L I S 2.80 (STUDENT)

BY

Karl G. Jöreskog & Dag Sörbom

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Settings\ASUS\Desktop\Spss Skripsi\grrrrrrrrr.PR2:

!PRELIS SYNTAX: Can be edited
SY='C:\Documents and Settings\ASUS\Desktop\Spss
Skripsi\grrrrrrrrr.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
OU MA=CM XT

Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

Variable Mean St. Dev. T-Value Skewness Kurtosis Minimum Freq.
Maximum Freq.

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.
CM1	3.665	0.947	54.718	-0.186	-0.232	6	5.181

b

3	CM2	3.015	0.927	46.003	-0.095	-0.338	0.754	6	5.531
24	CM3	3.210	1.128	40.247	-0.066	-0.483	0.954	14	5.171
6	CM4	3.065	0.951	45.556	-0.077	-0.216	1.166	15	5.347
26	CM5	3.335	1.162	40.600	-0.112	-0.447	1.062	16	5.325
24	LP1	3.455	0.986	49.538	-0.131	-0.261	1.097	6	5.188
23	LP2	3.535	0.940	53.196	-0.156	-0.137	1.330	7	5.221
14	LP3	3.410	0.914	52.741	-0.159	-0.059	1.129	5	5.282
13	LP4	3.325	0.924	50.894	-0.115	-0.143	1.035	5	5.236
14	LP5	3.280	0.936	49.561	-0.078	-0.199	0.971	5	5.174
18	KP1	2.920	1.136	36.358	0.025	-0.507	0.873	21	5.052
23	KP2	3.250	1.106	41.550	-0.079	-0.438	0.996	13	5.200
13	KP3	2.930	1.039	39.863	0.026	-0.338	0.848	14	5.047
13	KP4	3.185	0.993	45.368	-0.065	-0.258	0.935	8	5.222
39	JK	1.195	0.397	42.548	1.551	0.410	1.000	161	2.000
125	USIA	1.625	0.485	47.350	-0.520	-1.747	1.000	75	2.000
181	DURASI	1.905	0.294	91.651	-2.783	5.805	1.000	19	2.000

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
CM1	-1.095	0.274	-0.635	0.525	1.602	0.449
CM2	-0.560	0.575	-1.062	0.288	1.441	0.487

c

CM3	-0.392	0.695	-1.737	0.082	3.170	0.205
CM4	-0.454	0.650	-0.575	0.566	0.536	0.765
CM5	-0.663	0.508	-1.553	0.120	2.852	0.240
LP1	-0.775	0.439	-0.748	0.455	1.159	0.560
LP2	-0.918	0.359	-0.294	0.769	0.928	0.629
LP3	-0.935	0.350	-0.033	0.973	0.875	0.646
LP4	-0.678	0.498	-0.314	0.754	0.559	0.756
LP5	-0.460	0.645	-0.512	0.609	0.474	0.789
KP1	0.146	0.884	-1.860	0.063	3.482	0.175
KP2	-0.469	0.639	-1.513	0.130	2.510	0.285
KP3	0.154	0.878	-1.061	0.289	1.150	0.563
KP4	-0.385	0.700	-0.735	0.463	0.688	0.709
JK	6.918	0.000	1.202	0.229	49.302	0.000
USIA	-2.925	0.003	38.119	0.000	1461.596	0.000
DURASI	-9.686	0.000	5.710	0.000	126.412	0.000

Relative Multivariate Kurtosis = 1.118

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis		
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value	
50.034	13.117	0.000	361.084	7.751	0.000	232.137	0.000	

Histograms for Continuous Variables

Frequency	Percentage	Lower Class Limit
6	3.0	1.380
0	0.0	1.760
16	8.0	2.140
0	0.0	2.520
50	25.0	2.900
0	0.0	3.280
95	47.5	3.660
0	0.0	4.040
0	0.0	4.421

d

33 16.5 4.801

CM2

Frequency Percentage Lower Class Limit

6 3.0 0.754

0 0.0 1.232

63 31.5 1.710

0 0.0 2.187

56 28.0 2.665

0 0.0 3.143

72 36.0 3.621

0 0.0 4.098

0 0.0 4.576

3 1.5 5.054

CM3

Frequency Percentage Lower Class Limit

14 7.0 0.954

0 0.0 1.375

44 22.0 1.797

0 0.0 2.219

52 26.0 2.641

0 0.0 3.062

0 0.0 3.484

66 33.0 3.906

0 0.0 4.327

24 12.0 4.749

CM4

Frequency Percentage Lower Class Limit

15 7.5 1.166

0 0.0 1.584

33 16.5 2.002

0 0.0 2.420

e

82	41.0	2.838
0	0.0	3.257
64	32.0	3.675
0	0.0	4.093
0	0.0	4.511
6	3.0	4.929

CM5

Frequency Percentage Lower Class Limit

16	8.0	1.062
0	0.0	1.489
38	19.0	1.915
0	0.0	2.341
35	17.5	2.767
0	0.0	3.194
85	42.5	3.620
0	0.0	4.046
0	0.0	4.472
26	13.0	4.899

LP1

Frequency Percentage Lower Class Limit

6	3.0	1.097
0	0.0	1.506
30	15.0	1.915
0	0.0	2.324
55	27.5	2.733
0	0.0	3.143
85	42.5	3.552
0	0.0	3.961
0	0.0	4.370
24	12.0	4.779

LP2

Frequency Percentage Lower Class Limit

7	3.5	1.330
---	-----	-------

f

0	0.0	1.719
19	9.5	2.108
0	0.0	2.497
57	28.5	2.886
0	0.0	3.275
94	47.0	3.664

0	0.0	4.053
0	0.0	4.443
23	11.5	4.832

LP3

Frequency Percentage Lower Class Limit

5	2.5	1.129
0	0.0	1.544
30	15.0	1.959
0	0.0	2.375
57	28.5	2.790
0	0.0	3.205
94	47.0	3.621

0	0.0	4.036
0	0.0	4.451
14	7.0	4.866

LP4

Frequency Percentage Lower Class Limit

5	2.5	1.035
0	0.0	1.455
35	17.5	1.875
0	0.0	2.295
63	31.5	2.715

0	0.0	3.135
84	42.0	3.555

0	0.0	3.976
0	0.0	4.396
13	6.5	4.816

LP5

Frequency Percentage Lower Class Limit

5	2.5	0.971
0	0.0	1.392
38	19.0	1.812
0	0.0	2.232
67	33.5	2.653
0	0.0	3.073
0	0.0	3.493
76	38.0	3.913
0	0.0	4.334
14	7.0	4.754

KP1

Frequency Percentage Lower Class Limit

21	10.5	0.873
0	0.0	1.291
56	28.0	1.709
0	0.0	2.127
0	0.0	2.545
59	29.5	2.963
0	0.0	3.381
46	23.0	3.799
0	0.0	4.217
18	9.0	4.634

KP2

Frequency Percentage Lower Class Limit

13	6.5	0.996
0	0.0	1.416
41	20.5	1.837
0	0.0	2.257
52	26.0	2.678
0	0.0	3.098
71	35.5	3.519

h

0	0.0	3.939
0	0.0	4.359
23	11.5	4.780

KP3

Frequency Percentage Lower Class Limit

14	7.0	0.848
0	0.0	1.268
60	30.0	1.688

0	0.0	2.108
0	0.0	2.528
65	32.5	2.948

0	0.0	3.368
48	24.0	3.788

0	0.0	4.207
13	6.5	4.627

KP4

Frequency Percentage Lower Class Limit

8	4.0	0.935
0	0.0	1.364
46	23.0	1.793
0	0.0	2.221
60	30.0	2.650

0	0.0	3.079
0	0.0	3.507
73	36.5	3.936

0	0.0	4.365
13	6.5	4.793

JK

Frequency Percentage Lower Class Limit

161	80.5	1.000
-----	------	-------

0	0.0	1.100
0	0.0	1.200

0	0.0	1.300
0	0.0	1.400
0	0.0	1.500
0	0.0	1.600
0	0.0	1.700
0	0.0	1.800
39	19.5	1.900

USIA

Frequency Percentage Lower Class Limit

75	37.5	1.000
0	0.0	1.100
0	0.0	1.200
0	0.0	1.300
0	0.0	1.400
0	0.0	1.500
0	0.0	1.600
0	0.0	1.700
0	0.0	1.800
125	62.5	1.900

DURASI

Frequency Percentage Lower Class Limit

19	9.5	1.000
0	0.0	1.100
0	0.0	1.200
0	0.0	1.300
0	0.0	1.400
0	0.0	1.500
0	0.0	1.600
0	0.0	1.700
0	0.0	1.800
181	90.5	1.900

Covariance Matrix

	CM1	CM2	CM3	CM4	CM5	LP1
	-----	-----	-----	-----	-----	

j

CM1	0.897						
CM2	0.350	0.859					
CM3	0.182	0.169	1.272				
CM4	0.229	0.091	0.445	0.905			
CM5	0.277	0.271	0.253	0.365	1.350		
LP1	0.349	0.317	0.491	0.412	0.372	0.973	
LP2	0.267	0.307	0.356	0.279	0.265	0.568	
LP3	0.273	0.271	0.315	0.243	0.245	0.420	
LP4	0.351	0.302	0.350	0.245	0.267	0.474	
LP5	0.283	0.304	0.318	0.230	0.333	0.441	
KP1	0.017	0.065	0.109	0.004	0.060	0.208	
KP2	0.106	0.031	0.221	0.235	0.159	0.352	
KP3	0.197	0.186	0.190	0.168	0.149	0.317	
KP4	0.284	0.244	0.240	0.137	0.253	0.370	
JK	0.016	-0.025	-0.023	-0.037	-0.033	-0.021	
USIA	0.031	0.068	-0.033	-0.016	0.012	0.008	
DURASI	0.026	0.041	-0.004	0.052	0.037	0.038	

Covariance Matrix

	LP2	LP3	LP4	LP5	KP1	KP2
LP2	0.883					
LP3	0.498	0.836				
LP4	0.351	0.369	0.854			
LP5	0.361	0.313	0.663	0.876		
KP1	0.226	0.213	0.318	0.413	1.290	
KP2	0.290	0.234	0.338	0.410	0.674	1.224
KP3	0.214	0.153	0.330	0.398	0.662	0.671
KP4	0.356	0.247	0.382	0.421	0.547	0.497
JK	-0.030	-0.048	-0.012	0.025	0.034	0.084
USIA	-0.027	0.001	-0.001	-0.039	0.037	0.015
DURASI	0.031	0.021	0.018	0.041	0.022	0.037

Covariance Matrix

	KP3	KP4	JK	USIA	DURASI
KP3	1.081				
KP4	0.563	0.986			
JK	0.022	0.012	0.158		

k

USIA	-0.006	0.000	-0.017	0.236	
DURASI	0.054	0.050	0.014	0.014	0.086

Means

CM1	CM2	CM3	CM4	CM5	LP1
3.665	3.015	3.210	3.065	3.335	3.455

Means

LP2	LP3	LP4	LP5	KP1	KP2
3.535	3.410	3.325	3.280	2.920	3.250

Means

KP3	KP4	JK	USIA	DURASI
2.930	3.185	1.195	1.625	1.905

Standard Deviations

CM1	CM2	CM3	CM4	CM5	LP1
0.947	0.927	1.128	0.951	1.162	0.986

Standard Deviations

LP2	LP3	LP4	LP5	KP1	KP2
0.940	0.914	0.924	0.936	1.136	1.106

Standard Deviations

KP3	KP4	JK	USIA	DURASI
1.039	0.993	0.397	0.485	0.294

The Problem used 31456 Bytes (= 0.0% of available workspace)

Lampiran 6**Goodness of Fit Statistics**

Degrees of Freedom = 75
 Minimum Fit Function Chi-Square = 350.12 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 368.80 (P = 0.0)
 Estimated Non-centrality Parameter (NCP) = 293.80
 90 Percent Confidence Interval for NCP = (237.65 ; 357.49)
 Minimum Fit Function Value = 1.76
 Population Discrepancy Function Value (F0) = 1.48
 90 Percent Confidence Interval for F0 = (1.19 ; 1.80)
 Root Mean Square Error of Approximation (RMSEA) = 0.14
 90 Percent Confidence Interval for RMSEA = (0.13 ; 0.15)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00
 Expected Cross-Validation Index (ECVI) = 2.15
 90 Percent Confidence Interval for ECVI = (1.87 ; 2.47)
 ECVI for Saturated Model = 1.06
 ECVI for Independence Model = 13.20
 Chi-Square for Independence Model with 91 Degrees of Freedom =
 2599.01
 Independence AIC = 2627.01
 Model AIC = 428.80
 Saturated AIC = 210.00
 Independence CAIC = 2687.18
 Model CAIC = 557.75
 Saturated CAIC = 661.32
 Normed Fit Index (NFI) = 0.87
 Non-Normed Fit Index (NNFI) = 0.87
 Parsimony Normed Fit Index (PNFI) = 0.71
 Comparative Fit Index (CFI) = 0.89
 Incremental Fit Index (IFI) = 0.89
 Relative Fit Index (RFI) = 0.84
 Critical N (CN) = 61.47
 Root Mean Square Residual (RMR) = 0.10
 Standardized RMR = 0.083
 Goodness of Fit Index (GFI) = 0.79
 Adjusted Goodness of Fit Index (AGFI) = 0.71
 Parsimony Goodness of Fit Index (PGFI) = 0.56

Lampiran 7

DATE: 7/24/2010
TIME: 11:43

LISREL 8.80 (STUDENT EDITION)

BY

Karl G. Jöreskog & Dag Sörbom

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Settings\ASUS\Desktop\LISREL\LISRELIVAN.spl:

Citra Merek
Observed variable CM1 CM2 CM3 CM4 CM5 LP1 LP2 LP3 LP4 LP5 KP1 KP2
KP3 KP4
Covariance Matrix from file D:\CM.COV
sample size 200
Latent Variables CM LP KP
Relationships:
CM1 = 1*CM
CM2 -CM5 = CM
LP1 = 1*LP
LP2 -LP5 = LP
KP1 = 1*KP
KP2 -KP4 = KP
LP = CM
KP = CM
OPTIONS: SS SC EF RS
Path Diagram
End of Program

b

Sample Size = 200

Citra Merek

Number of Iterations = 16

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{LP1} = 1.00 * \text{LP}, \text{Errorvar.} = 0.41, R^2 = 0.62$$

(0.050)
8.14

$$\text{LP2} = 1.27 * \text{LP}, \text{Errorvar.} = 1.06, R^2 = 0.50$$

(0.12) (0.12)
10.31 8.84

$$\text{LP3} = 0.78 * \text{LP}, \text{Errorvar.} = 0.55, R^2 = 0.43$$

(0.083) (0.060)
9.39 9.14

$$\text{LP4} = 0.89 * \text{LP}, \text{Errorvar.} = 0.27, R^2 = 0.66$$

(0.073) (0.035)
12.18 7.74

$$\text{LP5} = 0.83 * \text{LP}, \text{Errorvar.} = 0.27, R^2 = 0.62$$

(0.071) (0.034)
11.76 8.09

$$\text{KP1} = 1.00 * \text{KP}, \text{Errorvar.} = 0.50, R^2 = 0.54$$

(0.062)
8.02

$$\text{KP2} = 1.10 * \text{KP}, \text{Errorvar.} = 0.52, R^2 = 0.57$$

(0.11) (0.068)
9.95 7.73

$$\text{KP3} = 0.94 * \text{KP}, \text{Errorvar.} = 0.24, R^2 = 0.68$$

(0.088) (0.038)
10.67 6.43

$$\text{KP4} = 0.84 * \text{KP}, \text{Errorvar.} = 0.35, R^2 = 0.54$$

(0.087) (0.044)

C

9.67 8.02

CM1 = 1.00*CM, Errorvar.= 1.67 , R² = 0.28
(0.18)
9.38

CM2 = 0.44*CM, Errorvar.= 0.33 , R² = 0.28
(0.074) (0.035)
5.85 9.41

CM3 = 0.67*CM, Errorvar.= 0.88 , R² = 0.26
(0.12) (0.092)
5.69 9.48

CM4 = 0.81*CM, Errorvar.= 1.42 , R² = 0.24
(0.15) (0.15)
5.53 9.54

CM5 = 0.67*CM, Errorvar.= 1.30 , R² = 0.19
(0.13) (0.13)
5.06 9.67

Structural Equations

LP = 0.99*CM, Errorvar.= 0.0078, R² = 0.99
(0.14) (0.045)
6.92 0.17

KP = 0.54*CM, Errorvar.= 0.39 , R² = 0.33
(0.098) (0.073)
5.51 5.33