Lampiran 1: Kuesioner

Dengan Hormat,

Dalam rangka untuk melakukan penelitian pengembangan teori, bersama ini saya mohon bantuan Ibu/Bapak/Sdr bersedia menjadi responden dalam penelitian yang saya lakukan (angket terlampir).

Penelitian ini dilakukan dengan tujuan menganalisis pengaruh Persepsi Kualitas Pelayanan terhadap Niat Membeli Ulang Jasa melalui Kepuasan Konsumen pada jasa pengirimina JNE. Adapun Judul penelitian ini adalah "Pengaruh Persepsi Konsumen Terhadap Niat Konsumen Membeli Jasa JNE di Masa Mendatang, Melalui Kepuasan Konsumen di Area Surabaya".

Demikian surat pengantar ini disampaikan, atas perhatian serta partisipasi saudara, saya mengucapkan terima kasih.

Hormat saya,

(Andreas Aditama Dachi)
Mahasiswa S1 Bisnis Manajemen Universitas Widya Mandala

I. Identifikasi Responden

1. Apakah anda sudah pernah membeli jasa pengirimian JNE?
   1. Ya 2. Tidak

2. Apakah anda beralamat di Surabaya?
   1. Ya 2. Tidak

3. Jenis Kelamin?
   1. Pria 2. Perempuan

4. Berapakah usia anda saat ini?
   1. 18 tahun ke atas 2. Di bawah 18 tahun

Keterangan Alternatif Jawaban

STS = Sangat Tidak Setujut
TS = Tidak Setuju
N = Netral
S = Setuju
SS = Sangat Setuju

II. Berilah Tanda Silang (X) pada Jawaban yang Anda Pilih

No	Keterangan variabel	STS	TS	N	S	SS
X_1 (Persepsi Kualitas Layanan)						
1	Jasa Pengiriman JNE memiliki banyak produk yang ditawarkan sesuai kebutuhan saya.					
2	Harga adalah faktor utama saya dalam memilih jasa pengiriman.					
3	Saya membeli jasa JNE karena saya merasa puas dengan pelayanan yang sebelumnya pernah diberikan.					
4	Saya membeli jasa JNE berdasarkan rekomendasi orang-orang terdekat saya.					
Y1 (Kepuasan Konsumen)						
1	Kualitas pelayanan JNE memenuhi harapan saya.					
2	Harga yang ditawarkan oleh JNE murah, sesuai fungsi jasa yang ditawarkan.					

3	Akses untuk kontak dengan *customer service* jasa JNE mudah .					
Y2(Niat Membeli Jasa di Masa Mendatang)						
1	Saya pernah merekomendasikan kepada orang lain untuk membeli jasa JNE.					
2	Saya akan membeli jasa JNE lagi jika ingin mengirim barang.					
3	Saya akan mencari tentang produk dari JNE yang tepat buat saya.					

==== TERIMA KASIH ATAS PARTISIPASI SAUDARA =====

Lampiran 2: Karakteristik Responden

Alamat Surabaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YA	150	100.0	100.0	100.0

Konsumen JNE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YA	150	100.0	100.0	100.0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIA	78	52.0	52.0	52.0
	WANITA	72	48.0	48.0	100.0
	Total	150	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 TAHUN KEATAS	150	100.0	100.0	100.0

No.	Pernah Membeli Jasa JNE	Beralamat di Surabaya	Jenis Kelamin	Usia
1	1	1	1	1
2	1	1	2	1
3	1	1	2	1
4	1	1	2	1
5	1	1	1	1
6	1	1	2	1
7	1	1	2	1
8	1	1	2	1
9	1	1	1	1
10	1	1	2	1
11	1	1	2	1
12	1	1	1	1
13	1	1	2	1
14	1	1	2	1
15	1	1	1	1
16	1	1	2	1
17	1	1	2	1
18	1	1	1	1
19	1	1	2	1
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21	1	1	1	1
22	1	1	2	1
23	1	1	2	1
24	1	1	1	1
25	1	1	2	1
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146	1	1	1	1
147	1	1	2	1
148	1	1	1	1

149	1	1	1	1
150	1	1	1	1

Lampiran 3: Standar Deviasi dan Mean

Variabel	Mean	Standar Deviasi
X1.1	3.460	1.103
X1.2	3.207	1.166
X1.3	3.340	1.140
X1.4	3.433	1.144
Y1.1	3.240	1.134
Y1.2	3.373	1.132
Y1.3	3.333	1.097
Y2.1	3.487	1.098
Y2.2	3.120	1.209
Y2.3	3.127	1.025

Lampiran 4: Uji Normalitas Univariat dan Multivariat

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-1.783	0.075	-1.421	0.155	5.199	0.074
X1.2	-1.566	0.117	-1.638	0.101	5.134	0.077
X1.3	-1.726	0.084	-1.533	0.125	5.330	0.070
X1.4	-1.686	0.092	-1.535	0.125	5.200	0.074
Y1.1	-2.105	0.035	-1.145	0.252	5.743	0.057
Y1.2	-1.518	0.129	-1.828	0.068	5.648	0.059
Y1.3	-2.083	0.037	-0.651	0.515	4.762	0.092
Y2.1	-1.624	0.104	-1.610	0.107	5.230	0.073
Y2.2	-1.078	0.281	-2.186	0.029	5.940	0.051
Y2.3	-2.047	0.041	-0.175	0.861	4.223	0.121

Relative Multivariate Kurtosis = 0.960

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
10.051	1.458	0.145	115.172	-1.339	0.181	3.918	0.141

Lampiran 5: Uji Kecocokan Statistik

Goodness of Fit Statistics

Degrees of Freedom = 32
Minimum Fit Function Chi-Square = 47.41 (P = 0.039)
Normal Theory Weighted Least Squares Chi-Square = 47.32 (P = 0.040)
Estimated Non-centrality Parameter (NCP) = 15.32
90 Percent Confidence Interval for NCP = (0.78 ; 37.82)

Minimum Fit Function Value = 0.32
Population Discrepancy Function Value (F0) = 0.10
90 Percent Confidence Interval for F0 = (0.0053 ; 0.25)
Root Mean Square Error of Approximation (RMSEA) = 0.057
90 Percent Confidence Interval for RMSEA = (0.013 ; 0.089)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.35

Expected Cross-Validation Index (ECVI) = 0.63
90 Percent Confidence Interval for ECVI = (0.53 ; 0.78)
ECVI for Saturated Model = 0.74
ECVI for Independence Model = 3.77

Chi-Square for Independence Model with 45 Degrees of Freedom = 542.22
Independence AIC = 562.22
Model AIC = 93.32
Saturated AIC = 110.00
Independence CAIC = 602.33
Model CAIC = 185.56
Saturated CAIC = 330.58

Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.65
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.88

Critical N (CN) = 169.09

Root Mean Square Residual (RMR) = 0.078
Standardized RMR = 0.065
Goodness of Fit Index (GFI) = 0.94
Adjusted Goodness of Fit Index (AGFI) = 0.90
Parsimony Goodness of Fit Index (PGFI) = 0.55

Lampiran 6: Total dan Effect Tidak Langsung

Total Effects of KSI on ETA

	PSQ
CS	0.29
	(0.09)
	3.12
CBI	0.35
	(0.12)
	3.00

Indirect Effects of KSI on ETA

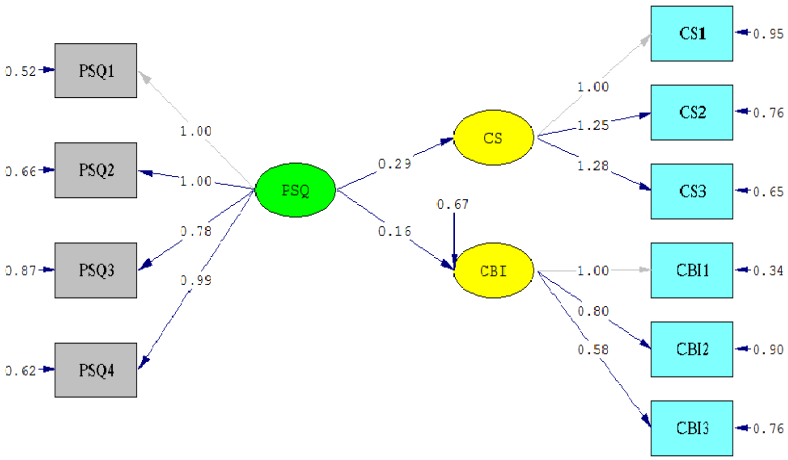
	PSQ
CS	- -
CBI	0.19
	(0.08)
	2.43

Total Effects of ETA on ETA

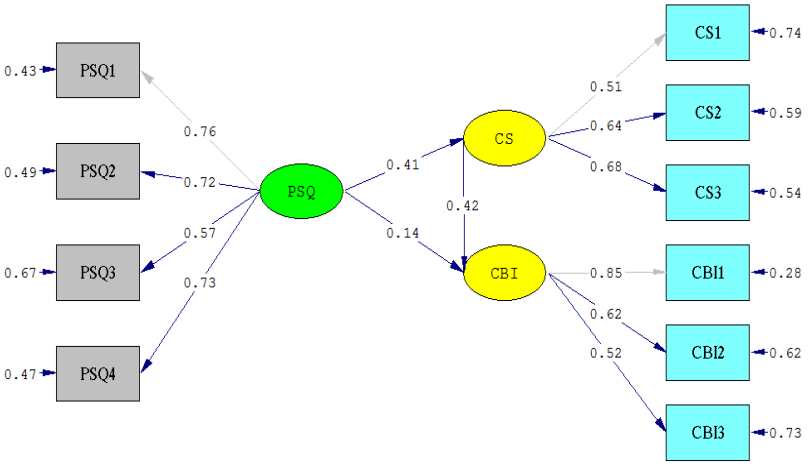
	CS	CBI
CS	- -	- -
CBI	0.67	- -
	(0.23)	
	2.88	

Lampiran 7: Diagram *Path*

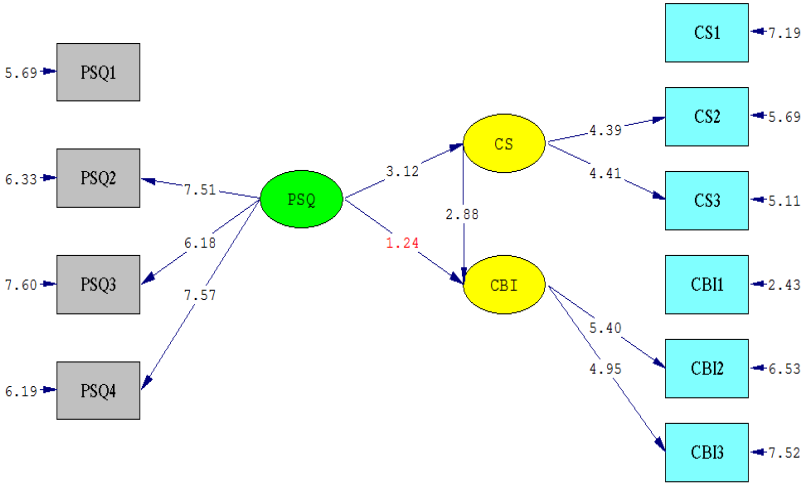
Estimate



Standardize Solution



T-Value



Lampiran 8: Syntax dan Output Data

Syntax

```
CUSTOMER BEHAVIOUR INTENTION
OBSERVED VARIABLES PSQ1 PSQ2 PSQ3 PSQ4 CS1 CS2 CS3 CBI1
CBI2 CBI3
COVARIANCE MATRIX FROM FILE E:\SEM0\FIX.COV
LATENT VARIABLES PSQ CS CBI
SAMPLE SIZE 150
RELATIONSHIPS:
PSQ1=1*PSQ
PSQ2-PSQ4=PSQ
CS1=1*CS
CS2-CS3=CS
CBI1=1*CBI
CBI2-CBI3=CBI
CS=PSQ
CBI=PSQ CS
OPTIONS:SS SC EF RS
PATH DIAGRAM
END OF PROGRAM
```

Output Data

DATE: 01/24/2014
TIME: 08:35

P R E L I S 2.70

BY

Karl G. J˘reskog & Dag S˘rbom

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The following lines were read from file E:\SEM0\FIX.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='E:\SEM0\FIX.PSF'
OU MA=CM XT
```

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X1.1	3.460	1.103	38.421	-0.354	-0.472	1.000	8	5.000	29
X1.2	3.207	1.166	33.681	-0.309	-0.521	1.000	17	5.000	21
X1.3	3.340	1.140	35.881	-0.342	-0.497	1.000	12	5.000	25
X1.4	3.233	1.144	34.630	-0.333	-0.498	1.000	15	5.000	20
Y1.1	3.340	1.134	36.068	-0.421	-0.405	1.000	13	5.000	23
Y1.2	3.373	1.132	36.482	-0.299	-0.561	1.000	10	5.000	27
Y1.3	3.333	1.097	37.212	-0.417	-0.271	1.000	12	5.000	21
Y2.1	3.487	1.098	38.909	-0.321	-0.514	1.000	7	5.000	31
Y2.2	3.120	1.209	31.603	-0.210	-0.631	1.000	21	5.000	22
Y2.3	3.127	1.025	37.354	-0.409	-0.122	1.000	14	5.000	10

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-1.783	0.075	-1.421	0.155	5.199	0.074
X1.2	-1.566	0.117	-1.638	0.101	5.134	0.077
X1.3	-1.726	0.084	-1.533	0.125	5.330	0.070
X1.4	-1.686	0.092	-1.535	0.125	5.200	0.074
Y1.1	-2.105	0.035	-1.145	0.252	5.743	0.057

Y1.2	-1.518	0.129	-1.828	0.068	5.648	0.059
Y1.3	-2.083	0.037	-0.651	0.515	4.762	0.092
Y2.1	-1.624	0.104	-1.610	0.107	5.230	0.073
Y2.2	-1.078	0.281	-2.186	0.029	5.940	0.051
Y2.3	-2.047	0.041	-0.175	0.861	4.223	0.121

Relative Multivariate Kurtosis = 0.960

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
------	-------	-------	-------	-------	-------	----------	-------
10.051	1.458	0.145	115.172	-1.339	0.181	3.918	0.141

Histograms for Continuous Variables

X1.1

Frequency	Percentage	Lower Class Limit	
8	5.3	1.000	• • • • • •
0	0.0	1.400	
19	12.7	1.800	• • • • • • • • • • • • • • •
0	0.0	2.200	
0	0.0	2.600	
48	32.0	3.000	• •
0	0.0	3.400	
46	30.7	3.800	• •
0	0.0	4.200	
29	19.3	4.600	• •

X1.2

Frequency	Percentage	Lower Class Limit	
17	11.3	1.000	• • • • • • • • • • •
0	0.0	1.400	
17	11.3	1.800	• • • • • • • • • • •
0	0.0	2.200	

0	0.0	2.600
55	36.7	3.000
0	0.0	3.400
40	26.7	3.800
0	0.0	4.200
21	14.0	4.600

X1.3

Frequency	Percentage	Lower Class Limit
12	8.0	1.000
0	0.0	1.400
19	12.7	1.800
0	0.0	2.200
50	33.3	2.600
0	0.0	3.000
0	0.0	3.400
44	29.3	3.800
0	0.0	4.200
25	16.7	4.600

X1.4

Frequency	Percentage	Lower Class Limit
15	10.0	1.000
0	0.0	1.400
19	12.7	1.800
0	0.0	2.200
52	34.7	2.600
0	0.0	3.000
0	0.0	3.400
44	29.3	3.800
0	0.0	4.200
20	13.3	4.600

Y1.1

Frequency Percentage Lower Class Limit
13 8.7 1.000 • • • • • • • • • •
0 0.0 1.400
17 11.3 1.800 • • • • • • • • • • • • •
0 0.0 2.200
49 32.7 2.600
• •
0 0.0 3.000
0 0.0 3.400
48 32.0 3.800
• •
0 0.0 4.200
23 15.3 4.600 • • • • • • • • • • • • • • • • •

Y1.2
Frequency Percentage Lower Class Limit
10 6.7 1.000 • • • • • • •
0 0.0 1.400
21 14.0 1.800 • • • • • • • • • • • • • • • •
0 0.0 2.200
49 32.7 2.600
• •
0 0.0 3.000
0 0.0 3.400
43 28.7 3.800
• •
0 0.0 4.200
27 18.0 4.600 •

Y1.3
Frequency Percentage Lower Class Limit
12 8.0 1.000 • • • • • • • •
0 0.0 1.400
16 10.7 1.800 • • • • • • • • • • •
0 0.0 2.200
53 35.3 2.600
• •
0 0.0 3.000
0 0.0 3.400

48 32.0 3.800
• •
0 0.0 4.200
21 14.0 4.600 • • • • • • • • • • • • • • •

Y2.1
Frequency Percentage Lower Class Limit
7 4.7 1.000 • • • • •
0 0.0 1.400
19 12.7 1.800 • • • • • • • • • • • • • •
0 0.0 2.200
49 32.7 2.600
• •
0 0.0 3.000
0 0.0 3.400
44 29.3 3.800
• •
0 0.0 4.200
31 20.7 4.600
• •

Y2.2
Frequency Percentage Lower Class Limit
21 14.0 1.000 • • • • • • • • • • • • •
0 0.0 1.400
16 10.7 1.800 • • • • • • • • • •
0 0.0 2.200
59 39.3 2.600
• •
0 0.0 3.000
0 0.0 3.400
32 21.3 3.800 •
0 0.0 4.200
22 14.7 4.600 • • • • • • • • • • • • • •

Y2.3
Frequency Percentage Lower Class Limit
14 9.3 1.000 • • • • • • • •
0 0.0 1.400
18 12.0 1.800 • • • • • • • • • •

0	0.0	2.200
0	0.0	2.600
63	42.0	3.000
0	0.0	3.400
45	30.0	3.800
0	0.0	4.200
10	6.7	4.600

Covariance Matrix

	X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2
X1.1	1.217					
X1.2	0.669	1.360				
X1.3	0.574	0.567	1.300			
X1.4	0.711	0.703	0.491	1.308		
Y1.1	0.205	0.278	0.212	0.222	1.286	
Y1.2	0.203	0.345	0.188	0.302	0.308	1.283
Y1.3	0.154	0.253	0.195	0.237	0.423	0.606
Y2.1	0.298	0.248	0.135	0.215	0.437	0.307
Y2.2	0.240	0.136	0.107	0.146	0.382	0.297
Y2.3	0.203	0.148	0.131	0.104	0.514	-0.001

Covariance Matrix

	Y1.3	Y2.1	Y2.2	Y2.3
Y1.3	1.204			
Y2.1	0.246	1.205		
Y2.2	0.188	0.693	1.462	
Y2.3	0.078	0.502	0.408	1.051

Means

X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2

3.460	3.207	3.340	3.233	3.340	3.373

Means

Y1.3	Y2.1	Y2.2	Y2.3
3.333	3.487	3.120	3.127

Standard Deviations

X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2
1.103	1.166	1.140	1.144	1.134	1.132

Standard Deviations

Y1.3	Y2.1	Y2.2	Y2.3
1.097	1.098	1.209	1.025

The Problem used 14336 Bytes (= 0.0% of available workspace)

DATE: 1/27/2014
TIME: 10:38

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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```
CUSTOMER BEHAVIOUR INTENTION
OBSERVED VARIABLES PSQ1 PSQ2 PSQ3 PSQ4 CS1 CS2 CS3 CBI1
CBI2 CBI3
COVARIANCE MATRIX FROM FILE E:\SEM0\FIX.COV
LATENT VARIABLES PSQ CS CBI
SAMPLE SIZE 150
RELATIONSHIPS:
PSQ1=1*PSQ
PSQ2-PSQ4=PSQ
CS1=1*CS
CS2-CS3=CS
CBI1=1*CBI
CBI2-CBI3=CBI
CS=PSQ
CBI=PSQ CS
OPTIONS:SS SC EF RS
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 150

CUSTOMER BEHAVIOUR INTENTION

Covariance Matrix

	CS1	CS2	CS3	CBI1	CBI2	CBI3
CS1	1.29					
CS2	0.31	1.28				
CS3	0.42	0.61	1.20			

CBI1	0.44	0.31	0.25	1.20		
CBI2	0.38	0.30	0.19	0.69	1.46	
CBI3	0.51	0.00	0.08	0.50	0.41	1.05
PSQ1	0.20	0.20	0.15	0.30	0.24	0.20
PSQ2	0.28	0.35	0.25	0.25	0.14	0.15
PSQ3	0.21	0.19	0.19	0.14	0.11	0.13
PSQ4	0.22	0.30	0.24	0.21	0.15	0.10

Covariance Matrix

	PSQ1	PSQ2	PSQ3	PSQ4
PSQ1	1.22			
PSQ2	0.67	1.36		
PSQ3	0.57	0.57	1.30	
PSQ4	0.71	0.70	0.49	1.31

CUSTOMER BEHAVIOUR INTENTION

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CS1 = 1.00*CS, Errorvar.= 0.95 , R^2 = 0.26
(0.13)
7.19

CS2 = 1.25*CS, Errorvar.= 0.76 , R^2 = 0.41
(0.28) (0.13)
4.39 5.69

CS3 = 1.28*CS, Errorvar.= 0.65 , R^2 = 0.46
(0.29) (0.13)
4.41 5.11

CBI1 = 1.00*CBI, Errorvar.= 0.34 , R^2 = 0.72
(0.14)
2.43

CBI2 = 0.80*CBI, Errorvar.= 0.90 , R^2 = 0.38
(0.15) (0.14)
5.40 6.53

CBI3 = 0.58*CBI, Errorvar.= 0.76 , R^2 = 0.27
(0.12) (0.10)
4.95 7.52

PSQ1 = 1.00*PSQ, Errorvar.= 0.52 , R^2 = 0.57
(0.091)
5.69

PSQ2 = 1.00*PSQ, Errorvar.= 0.66 , R^2 = 0.51
(0.13) (0.10)
7.51 6.33

PSQ3 = 0.78*PSQ, Errorvar.= 0.87 , R^2 = 0.33
(0.13) (0.12)
6.18 7.60

PSQ4 = 0.99*PSQ, Errorvar.= 0.62 , R^2 = 0.53
(0.13) (0.100)
7.57 6.19

Structural Equations

CS = 0.29*PSQ, Errorvar.= 0.28 , R^2 = 0.17
(0.092) (0.11)
3.12 2.65

CBI = 0.67*CS + 0.16*PSQ, Errorvar.= 0.66 , R^2 = 0.24
(0.23) (0.13) (0.17)
2.88 1.24 3.95

Reduced Form Equations

CS = 0.29*PSQ, Errorvar.= 0.28, R^2 = 0.17
(0.092)
3.12

CBI = 0.35*PSQ, Errorvar.= 0.78, R^2 = 0.099
(0.12)
3.00

Variances of Independent Variables

PSQ
0.70
(0.14)
4.82

Covariance Matrix of Latent Variables

	CS	CBI	PSQ
CS	0.34		
CBI	0.26	0.87	
PSQ	0.20	0.24	0.70

Goodness of Fit Statistics

Degrees of Freedom = 32
Minimum Fit Function Chi-Square = 47.41 (P = 0.039)
Normal Theory Weighted Least Squares Chi-Square = 47.32 (P = 0.040)
Estimated Non-centrality Parameter (NCP) = 15.32
90 Percent Confidence Interval for NCP = (0.78 ; 37.82)

Minimum Fit Function Value = 0.32
Population Discrepancy Function Value (F0) = 0.10
90 Percent Confidence Interval for F0 = (0.0053 ; 0.25)
Root Mean Square Error of Approximation (RMSEA) = 0.057
90 Percent Confidence Interval for RMSEA = (0.013 ; 0.089)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.35

Expected Cross-Validation Index (ECVI) = 0.63
90 Percent Confidence Interval for ECVI = (0.53 ; 0.78)
ECVI for Saturated Model = 0.74
ECVI for Independence Model = 3.77

Chi-Square for Independence Model with 45 Degrees of Freedom = 542.22

Independence AIC = 562.22
Model AIC = 93.32
Saturated AIC = 110.00
Independence CAIC = 602.33
Model CAIC = 185.56
Saturated CAIC = 330.58

Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.65
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.88

Critical N (CN) = 169.09

Root Mean Square Residual (RMR) = 0.078
Standardized RMR = 0.065
Goodness of Fit Index (GFI) = 0.94
Adjusted Goodness of Fit Index (AGFI) = 0.90
Parsimony Goodness of Fit Index (PGFI) = 0.55

CUSTOMER BEHAVIOUR INTENTION

Fitted Covariance Matrix

	CS1	CS2	CS3	CBI1	CBI2	CBI3
CS1	1.29					
CS2	0.42	1.28				
CS3	0.43	0.54	1.20			
CBI1	0.26	0.32	0.33	1.20		
CBI2	0.21	0.26	0.26	0.70	1.46	
CBI3	0.15	0.19	0.19	0.50	0.40	1.05
PSQ1	0.20	0.25	0.26	0.24	0.20	0.14
PSQ2	0.20	0.25	0.26	0.24	0.20	0.14
PSQ3	0.16	0.19	0.20	0.19	0.15	0.11
PSQ4	0.20	0.25	0.25	0.24	0.20	0.14

Fitted Covariance Matrix

	PSQ1	PSQ2	PSQ3	PSQ4
PSQ1	1.22			
PSQ2	0.70	1.36		
PSQ3	0.54	0.54	1.30	
PSQ4	0.69	0.69	0.54	1.31

Fitted Residuals

	CS1	CS2	CS3	CBI1	CBI2	CBI3
CS1	0.00					
CS2	-0.11	0.00				
CS3	-0.01	0.07	0.00			
CBI1	0.18	-0.01	-0.08	0.00		
CBI2	0.18	0.04	-0.08	0.00	0.00	
CBI3	0.37	-0.19	-0.11	0.00	0.01	0.00
PSQ1	0.01	-0.05	-0.10	0.05	0.04	0.06
PSQ2	0.08	0.10	0.00	0.00	-0.06	0.01
PSQ3	0.06	-0.01	0.00	-0.06	-0.05	0.02
PSQ4	0.02	0.05	-0.02	-0.03	-0.05	-0.04

Fitted Residuals

	PSQ1	PSQ2	PSQ3	PSQ4
PSQ1	0.00			
PSQ2	-0.03	0.00		
PSQ3	0.03	0.02	0.00	
PSQ4	0.02	0.01	-0.05	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.19
Median Fitted Residual = 0.00
Largest Fitted Residual = 0.37

Stemleaf Plot

```
- 1|9110
- 0|886655554332111000000000000000
  0|11112222344556678
  1|088
  2|
  3|7
```

Standardized Residuals

	CS1	CS2	CS3	CBI1	CBI2	CBI3
CS1	- -					
CS2	-2.82	- -				
CS3	-0.26	3.33	- -			
CBI1	2.65	-0.27	-1.80	- -		
CBI2	1.95	0.49	-1.02	-0.35	- -	
CBI3	4.50	-2.48	-1.57	0.17	0.14	- -
PSQ1	0.07	-0.69	-1.62	1.00	0.53	0.82
PSQ2	0.92	1.27	-0.04	0.06	-0.67	0.09
PSQ3	0.62	-0.09	-0.06	-0.72	-0.48	0.25
PSQ4	0.28	0.73	-0.25	-0.47	-0.56	-0.45

Standardized Residuals

	PSQ1	PSQ2	PSQ3	PSQ4

PSQ1	- -			
PSQ2	-1.23	- -		
PSQ3	0.79	0.48	- -	
PSQ4	0.78	0.34	-1.18	- -

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.82
Median Standardized Residual = 0.00
Largest Standardized Residual = 4.50

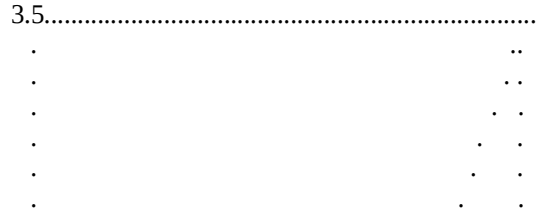
Stemleaf Plot

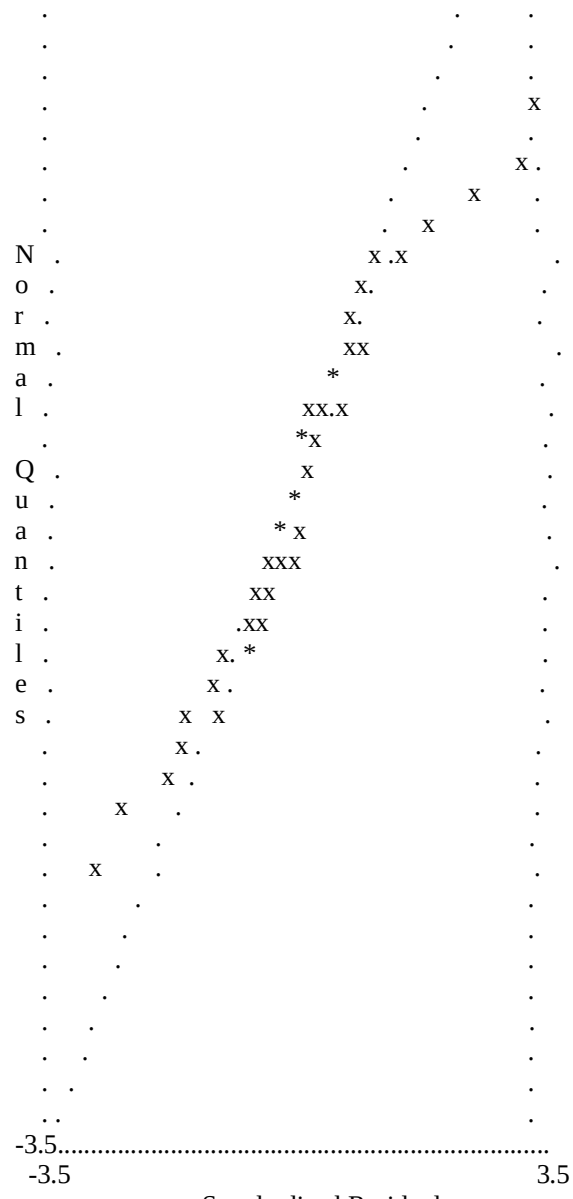
```
- 2|85
- 1|866220
- 0|777655443321100000000000
  0|11112233555678889
  1|039
  2|7
  3|3
  4|5
```

Largest Negative Standardized Residuals
Residual for CS2 and CS1 -2.82
Largest Positive Standardized Residuals
Residual for CS3 and CS2 3.33
Residual for CBI1 and CS1 2.65
Residual for CBI3 and CS1 4.50

CUSTOMER BEHAVIOUR INTENTION

Qplot of Standardized Residuals




Normal Quantiles
-3.5
3.5
-3.5
3.5
Standardized Residuals

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CS1	CBI	14.2	0.52

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CS2	CS1	7.9	-0.34
CS3	CS2	11.1	0.55
CBI3	CS1	19.8	0.34
CBI3	CS2	8.8	-0.22

CUSTOMER BEHAVIOUR INTENTION

Standardized Solution

LAMBDA-Y

	CS	CBI
CS1	0.58	- -
CS2	0.73	- -
CS3	0.74	- -
CBI1	- -	0.93
CBI2	- -	0.75
CBI3	- -	0.54

LAMBDA-X

	PSQ
PSQ1	0.84
PSQ2	0.84
PSQ3	0.65
PSQ4	0.83

BETA

	CS	CBI

CS	- -	- -
CBI	0.42	- -

GAMMA

	PSQ
CS	0.41
CBI	0.14

Correlation Matrix of ETA and KSI

	CS	CBI	PSQ
CS	1.00		
CBI	0.48	1.00	
PSQ	0.41	0.31	1.00

PSI

Note: This matrix is diagonal.

CS	CBI
0.83	0.76

Regression Matrix ETA on KSI (Standardized)

	PSQ
CS	0.41
CBI	0.31

CUSTOMER BEHAVIOUR INTENTION

Completely Standardized Solution

LAMBDA-Y

CS	CBI

CS1	0.51	- -
CS2	0.64	- -
CS3	0.68	- -
CBI1	- -	0.85
CBI2	- -	0.62
CBI3	- -	0.52

LAMBDA-X

	PSQ
PSQ1	0.76
PSQ2	0.72
PSQ3	0.57
PSQ4	0.73

BETA

	CS	CBI
CS	- -	- -
CBI	0.42	- -

GAMMA

	PSQ
CS	0.41
CBI	0.14

Correlation Matrix of ETA and KSI

	CS	CBI	PSQ
CS	1.00		
CBI	0.48	1.00	
PSQ	0.41	0.31	1.00

PSI

Note: This matrix is diagonal.

CS	CBI
0.83	0.76

THETA-EPS

CS1	CS2	CS3	CBI1	CBI2	CBI3
0.74	0.59	0.54	0.28	0.62	0.73

THETA-DELTA

PSQ1	PSQ2	PSQ3	PSQ4
0.43	0.49	0.67	0.47

Regression Matrix ETA on KSI (Standardized)

	PSQ
CS	0.41
CBI	0.31

CUSTOMER BEHAVIOUR INTENTION

Total and Indirect Effects

Total Effects of KSI on ETA

	PSQ
CS	0.29
	(0.09)
	3.12
CBI	0.35
	(0.12)
	3.00

Indirect Effects of KSI on ETA

	PSQ
CS	- -
CBI	0.19
	(0.08)
	2.43

Total Effects of ETA on ETA

	CS	CBI
CS	- -	- -
CBI	0.67	- -
	(0.23)	
	2.88	

Largest Eigenvalue of B*B' (Stability Index) is 0.444

Total Effects of ETA on Y

	CS	CBI
CS1	1.00	- -
CS2	1.25	- -
	(0.28)	
	4.39	
CS3	1.28	- -
	(0.29)	
	4.41	
CBI1	0.67	1.00

(0.23)
2.88

CBI2 0.54 0.80
(0.20) (0.15)
2.68 5.40

CBI3 0.38 0.58
(0.15) (0.12)
2.62 4.95

Indirect Effects of ETA on Y

	CS	CBI
CS1	- -	- -
CS2	- -	- -
CS3	- -	- -
CBI1	0.67	- -
	(0.23)	
	2.88	
CBI2	0.54	- -
	(0.20)	
	2.68	
CBI3	0.38	- -
	(0.15)	
	2.62	

Total Effects of KSI on Y

	PSQ
CS1	0.29

(0.09)
3.12

CS2 0.36
(0.11)
3.34

CS3 0.37
(0.11)
3.41

CBI1 0.35
(0.12)
3.00

CBI2 0.28
(0.10)
2.78

CBI3 0.20
(0.07)
2.70

CUSTOMER BEHAVIOUR INTENTION

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	PSQ
CS	0.41
CBI	0.31

Standardized Indirect Effects of KSI on ETA

	PSQ
CS	- -

CBI	0.17

Standardized Total Effects of ETA on ETA

	CS	CBI
CS	- -	- -
CBI	0.42	- -

Standardized Total Effects of ETA on Y

	CS	CBI
CS1	0.58	- -
CS2	0.73	- -
CS3	0.74	- -
CBI1	0.39	0.93
CBI2	0.31	0.75
CBI3	0.22	0.54

Completely Standardized Total Effects of ETA on Y

	CS	CBI
CS1	0.51	- -
CS2	0.64	- -
CS3	0.68	- -
CBI1	0.35	0.85
CBI2	0.26	0.62
CBI3	0.22	0.52

Standardized Indirect Effects of ETA on Y

	CS	CBI
CS1	- -	- -
CS2	- -	- -
CS3	- -	- -
CBI1	0.39	- -
CBI2	0.31	- -

CBI3	0.22	- -

Completely Standardized Indirect Effects of ETA on Y

	CS	CBI
CS1	- -	- -
CS2	- -	- -
CS3	- -	- -
CBI1	0.35	- -
CBI2	0.26	- -
CBI3	0.22	- -

Standardized Total Effects of KSI on Y

	PSQ
CS1	0.24
CS2	0.30
CS3	0.31
CBI1	0.29
CBI2	0.24
CBI3	0.17

Completely Standardized Total Effects of KSI on Y

	PSQ
CS1	0.21
CS2	0.26
CS3	0.28
CBI1	0.27
CBI2	0.19
CBI3	0.16

Time used: 0.016 Seconds