

KUESIONER

Kepada Responden Yang Terhormat

Dengan ini, saya mahasiswa Universitas Katolik Widya Mandala Surabaya:

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Mengharapkan bantuan dan kesediaan saudara untuk mengisi kuesioner ini dengan baik dan benar. Kuesioner ini digunakan sebagai sumber data pendukung dalam menyelesaikan tugas akhir skripsi

Demikian permohonan saya, atas bantuan dan kerjasama anda, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

Petunjuk Pengisian: Jawablah pertanyaan dengan memberi tanda (X) pada salah satu jawaban.

1. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan
2. Usia :
 - a. 17 – 25 tahun
 - b. 26 – 35 tahun
 - c. > 35 tahun
3. Pendidikan :
 - a. SMP
 - b. SMA
 - c. Perguruan tinggi
 - d. Lain-lain
4. Pekerjaan:
 - a. Pegawai Negeri
 - b. Pegawai Swasta
 - c. Wiraswasta
 - d. Ibu Rumah Tangga
 - e. Lain-lain

I. PETUNJUK PENGISIAN

Berikanlah penilaian Saudara terhadap beberapa pernyataan berikut, dengan memberi jawaban yang anda anggap paling tepat antara angka 1 sampai dengan angka 7 pada kotak yang tersedia.

A. *Arousal*

1. Perasaan saat berbelanja di Surabaya Town Square

1	2	3	4	5	6	7
Bosan			Senang			

2. Tertarik berbelanja di Surabaya Town Square

1	2	3	4	5	6	7
Tidak Tertarik			Tertarik			

3. Bersemangat ketika berbelanja di Surabaya Town Square.

1	2	3	4	5	6	7
Tidak Bersemangat			Bersemangat			

B. *Pleasure*

1. Perasaan nyaman berbelanja di Surabaya Town Square

1	2	3	4	5	6	7
Tidak nyaman			Nyaman			

2. Perasaan gembira saat berbelanja di Surabaya Town Square

1	2	3	4	5	6	7
Sedih			Gembira			

3. Kepuasan ketika berbelanja di Surabaya Town Square

1	2	3	4	5	6	7
Tidak Puas			Puas			

C. *Service Quality*

1. Tempat parkir yang ada di Surabaya Town Square luas

1	2	3	4	5	6	7
Sempit			Luas			

2. Karyawan di Surabaya Town Square memberikan pelayanan dengan baik

1	2	3	4	5	6	7
Tidak Baik					Baik	

3. Karyawan Surabaya Town Square memberikan layanan dengan tanggap

1	2	3	4	5	6	7
Lambat					Cepat	

4. Karyawan Surabaya Town Square sopan dalam melayani konsumen

1	2	3	4	5	6	7
Tidak sopan					Sopan	

5. Karyawan Surabaya Town Square memberikan perhatian kepada konsumen

1	2	3	4	5	6	7
Tidak perhatian					Perhatian	

D. *Purchase Intention*

1. Saya merasa tertarik terhadap produk yang ada di Surabaya Town Square

1	2	3	4	5	6	7
Tidak tertarik					Tertarik	

2. Saya mencari informasi mengenai produk yang ada di Surabaya

Town Square

1	2	3	4	5	6	7
Tidak mencari					Mencari	

3. Saya mempunyai dorongan untuk mencoba produk yang ada di Surabaya Town Square.

1	2	3	4	5	6	7
Sangat tidak setuju					Setuju	

4. Saya mempunyai keinginan untuk membeli produk di Surabaya Town Square

1	2	3	4	5	6	7
Sangat tidak setuju					Setuju	

LAMPIRAN 2
HASIL TANGGAPAN RESPONDEN

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - Laki	46	30.7	30.7	30.7
	Perempuan	104	69.3	69.3	100.0
	Total	150	100.0	100.0	

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 25 Tahun	10	6.7	6.7	6.7
	26 - 35 Tahun	83	55.3	55.3	62.0
	> 35 Tahun	57	38.0	38.0	100.0
	Total	150	100.0	100.0	

Pendidikan Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	2	1.3	1.3	1.3
	SMA	10	6.7	6.7	8.0
	Perguruan Tinggi	130	86.7	86.7	94.7
	Lain - Lain	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Pekerjaan Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri	2	1.3	1.3	1.3
	Pegawai Swasta	13	8.7	8.7	10.0
	Wiraswasta	61	40.7	40.7	50.7
	Ibu Rumah Tangga	63	42.0	42.0	92.7
	Lain - Lain	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

Frequency Table

AR_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	17	11.3	11.3	15.3
	Setuju	23	15.3	15.3	30.7
	Sangat Setuju	38	25.3	25.3	56.0
	Sangat Setuju Sekali	66	44.0	44.0	100.0
	Total	150	100.0	100.0	

AR_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7
	Cukup Setuju	9	6.0	6.0	10.7
	Setuju	28	18.7	18.7	29.3
	Sangat Setuju	33	22.0	22.0	51.3
	Sangat Setuju Sekali	73	48.7	48.7	100.0
	Total	150	100.0	100.0	

AR_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7
	Cukup Setuju	16	10.7	10.7	15.3
	Setuju	17	11.3	11.3	26.7
	Sangat Setuju	35	23.3	23.3	50.0
	Sangat Setuju Sekali	75	50.0	50.0	100.0
	Total	150	100.0	100.0	

PL_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Sangat Tidak Setuju	1	.7	.7	.7
	Tidak Setuju	7	4.7	4.7	5.3
	Cukup Setuju	8	5.3	5.3	10.7
	Setuju	23	15.3	15.3	26.0
	Sangat Setuju	33	22.0	22.0	48.0
	Sangat Setuju Sekali	78	52.0	52.0	100.0
	Total	150	100.0	100.0	

PL_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	9	6.0	6.0	6.0
	Cukup Setuju	7	4.7	4.7	10.7
	Setuju	22	14.7	14.7	25.3
	Sangat Setuju	38	25.3	25.3	50.7
	Sangat Setuju Sekali	74	49.3	49.3	100.0
	Total	150	100.0	100.0	

PL_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.7	.7	.7
	Tidak Setuju	5	3.3	3.3	4.0
	Cukup Setuju	9	6.0	6.0	10.0
	Setuju	32	21.3	21.3	31.3
	Sangat Setuju	35	23.3	23.3	54.7
	Sangat Setuju Sekali	68	45.3	45.3	100.0
	Total	150	100.0	100.0	

SQ_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7
	Cukup Setuju	6	4.0	4.0	8.7
	Setuju	25	16.7	16.7	25.3
	Sangat Setuju	41	27.3	27.3	52.7
	Sangat Setuju Sekali	71	47.3	47.3	100.0
	Total	150	100.0	100.0	

SQ_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	4.7	4.7	4.7
	Cukup Setuju	7	4.7	4.7	9.3
	Setuju	23	15.3	15.3	24.7
	Sangat Setuju	28	18.7	18.7	43.3
	Sangat Setuju Sekali	85	56.7	56.7	100.0
	Total	150	100.0	100.0	

SQ_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	5.3	5.3	5.3
	Cukup Setuju	20	13.3	13.3	18.7
	Setuju	22	14.7	14.7	33.3
	Sangat Setuju	30	20.0	20.0	53.3
	Sangat Setuju Sekali	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

SQ_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	29	19.3	19.3	23.3
	Setuju	24	16.0	16.0	39.3
	Sangat Setuju	38	25.3	25.3	64.7
	Sangat Setuju Sekali	53	35.3	35.3	100.0
	Total	150	100.0	100.0	

SQ_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	6	4.0	4.0	8.0
	Setuju	37	24.7	24.7	32.7
	Sangat Setuju	32	21.3	21.3	54.0
	Sangat Setuju Sekali	69	46.0	46.0	100.0
	Total	150	100.0	100.0	

PI_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	6	4.0	4.0	8.0
	Setuju	19	12.7	12.7	20.7
	Sangat Setuju	28	18.7	18.7	39.3
	Sangat Setuju Sekali	91	60.7	60.7	100.0
	Total	150	100.0	100.0	

PI_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	6	4.0	4.0	8.0
	Setuju	23	15.3	15.3	23.3
	Sangat Setuju	43	28.7	28.7	52.0
	Sangat Setuju Sekali	72	48.0	48.0	100.0
	Total	150	100.0	100.0	

PI_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	6	4.0	4.0	8.0
	Setuju	30	20.0	20.0	28.0
	Sangat Setuju	34	22.7	22.7	50.7
	Sangat Setuju Sekali	74	49.3	49.3	100.0
	Total	150	100.0	100.0	

PI_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	4.0	4.0	4.0
	Cukup Setuju	8	5.3	5.3	9.3
	Setuju	41	27.3	27.3	36.7
	Sangat Setuju	47	31.3	31.3	68.0
	Sangat Setuju Sekali	48	32.0	32.0	100.0
	Total	150	100.0	100.0	

LAMPIRAN 3
HASIL MEASUREMENT MODEL

Uji Outlier Univariate

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore: AR_1	150	-2.47375	.89190	.0000000	1.0000000
Zscore: AR_2	150	-2.62550	.82911	.0000000	1.0000000
Zscore: AR_3	150	-2.50298	.79765	.0000000	1.0000000
Zscore: PL_1	150	-4.18736	.75186	.0000000	1.0000000
Zscore: PL_2	150	-2.62532	.79158	.0000000	1.0000000
Zscore: PL_3	150	-3.47299	.87549	.0000000	1.0000000
Zscore: SQ_1	150	-2.79382	.82668	.0000000	1.0000000
Zscore: SQ_2	150	-2.78588	.71837	.0000000	1.0000000
Zscore: SQ_3	150	-2.26893	.86784	.0000000	1.0000000
Zscore: SQ_4	150	-2.15183	1.05189	.0000000	1.0000000
Zscore: SQ_5	150	-2.71183	.88795	.0000000	1.0000000
Zscore: PI_1	150	-3.01588	.66202	.0000000	1.0000000
Zscore: PI_2	150	-2.92209	.81619	.0000000	1.0000000
Zscore: PI_3	150	-2.80898	.82332	.0000000	1.0000000
Zscore: PI_4	150	-2.63900	1.10426	.0000000	1.0000000
Valid N (listwise)	150				

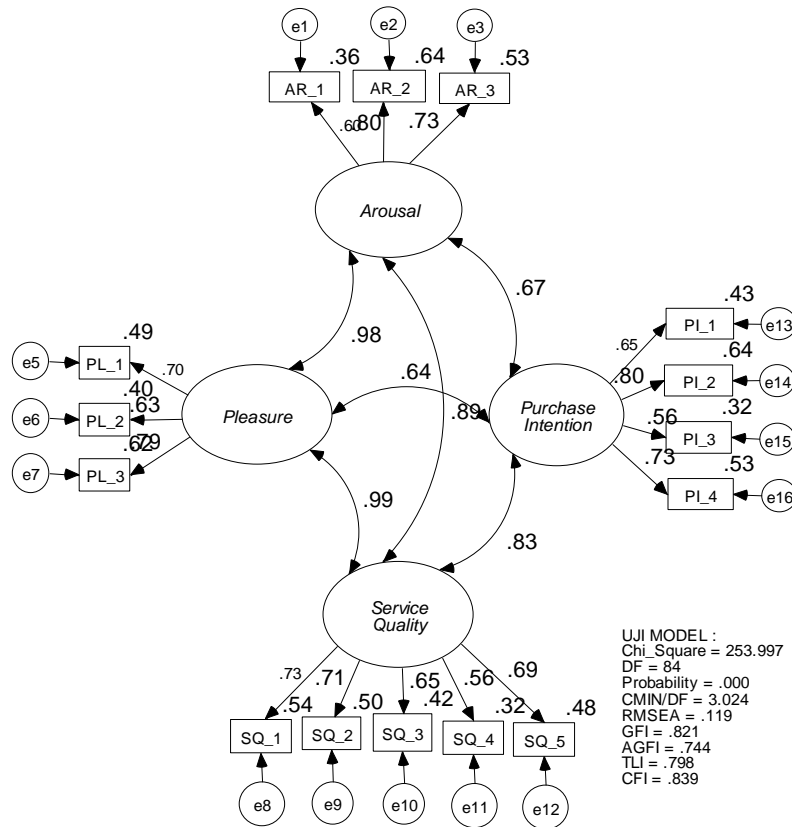
Uji Outlier Univariate Eliminasi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore: AR_1	142	-2.47375	.89190	.0386338	.98689109
Zscore: AR_2	142	-2.62550	.82911	.0445216	.96438779
Zscore: AR_3	142	-2.50298	.79765	.0654682	.94822939
Zscore: PL_1	142	-2.54095	.75186	.0619927	.91256780
Zscore: PL_2	142	-2.62532	.79158	.0516541	.96638514
Zscore: PL_3	142	-2.60329	.87549	.0731671	.92106189
Zscore: SQ_1	142	-2.79382	.82668	.0554130	.96386300
Zscore: SQ_2	142	-2.78588	.71837	.0397296	.96417442
Zscore: SQ_3	142	-2.26893	.86784	.0284235	.98685510
Zscore: SQ_4	142	-2.15183	1.05189	.0648284	.96652313
Zscore: SQ_5	142	-2.71183	.88795	.0006789	.95857999
Zscore: PI_1	142	-2.09641	.66202	.1310563	.79966218
Zscore: PI_2	142	-2.92209	.81619	.0395755	.96375432
Zscore: PI_3	142	-2.80898	.82332	.0751183	.95085664
Zscore: PI_4	142	-2.63900	1.10426	.0300515	.97766862
Valid N (listwise)	142				

Uji Konfirmatori

Analisis Konfirmatory Untuk variabel Latent
Standardized estimates



Amos
 by James L. Arbuckle
 Version 4.01
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 1507 E. 53rd Street - #452
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<http://www.smallwaters.com>

Assessment of normality

	min	max	skew	c.r.	kurtosis	c.r.
PI_4	3.000	7.000	-0.657	-2.208	-0.123	-0.300
SQ_5	3.000	7.000	-0.870	-2.245	0.023	0.057
SQ_4	3.000	7.000	-0.542	-2.346	-0.962	-2.347
PL_3	3.000	7.000	-0.920	-2.489	0.045	0.109
PL_2	3.000	7.000	-1.244	-2.074	0.748	1.827
PL_1	3.000	7.000	-1.194	-2.228	0.541	1.319
AR_1	3.000	7.000	-0.862	-2.207	-0.340	-0.829
SQ_1	3.000	7.000	-1.217	-2.240	0.841	2.052
SQ_2	3.000	7.000	-1.342	-2.553	0.902	2.202
SQ_3	3.000	7.000	-0.818	-2.292	-0.626	-1.527
PI_3	3.000	7.000	-1.167	-2.397	0.647	1.578
PI_2	3.000	7.000	-1.199	-2.455	0.892	2.178
AR_3	3.000	7.000	-1.138	-2.557	0.245	0.597
AR_2	3.000	7.000	-1.033	-2.043	0.211	0.516
PI_1	3.000	7.000	-1.518	-2.413	1.610	3.931
Multivariate					92.526	24.497

Observations farthest from the centroid (Mahalanobis distance)

Observation number	Mahalanobis d-squared	p1	p2
112	37.686	0.000	0.009
61	37.671	0.000	0.001
86	37.671	0.000	0.000
117	37.647	0.000	0.000
24	37.612	0.000	0.000
63	37.607	0.001	0.000
88	37.607	0.001	0.000
25	34.496	0.003	0.000
1	34.496	0.003	0.000
21	33.867	0.004	0.000
128	33.396	0.004	0.000
2	30.490	0.010	0.000
26	30.490	0.010	0.000

111	29.677	0.013	0.000
20	29.127	0.015	0.000
100	28.952	0.016	0.000
97	28.797	0.017	0.000
23	28.461	0.019	0.000
119	28.362	0.019	0.000
110	27.780	0.023	0.000
6	27.467	0.025	0.000
30	27.467	0.025	0.000
104	26.956	0.029	0.000
105	26.775	0.031	0.000
106	26.532	0.033	0.000
22	26.482	0.033	0.000
47	24.898	0.051	0.000
71	24.898	0.051	0.000
130	24.707	0.054	0.000
19	24.173	0.062	0.000
124	23.740	0.070	0.000
10	22.921	0.086	0.000
34	22.921	0.086	0.000
109	22.504	0.095	0.000
98	22.444	0.097	0.000
44	22.314	0.100	0.000
68	22.314	0.100	0.000
17	22.256	0.101	0.000
126	21.932	0.110	0.000
102	21.702	0.116	0.000
113	21.688	0.116	0.000
127	21.260	0.129	0.000
136	20.311	0.160	0.000
31	20.036	0.171	0.000
7	20.036	0.171	0.000
74	19.813	0.179	0.000
114	19.093	0.210	0.001
118	19.016	0.213	0.000
103	18.689	0.228	0.001
129	18.689	0.228	0.001
29	17.956	0.265	0.010
5	17.956	0.265	0.006
92	17.951	0.265	0.004
116	17.881	0.269	0.003
3	17.399	0.296	0.014
27	17.399	0.296	0.009
60	17.130	0.311	0.016
85	17.130	0.311	0.011
95	17.124	0.311	0.007
75	17.040	0.316	0.006
50	17.040	0.316	0.004
94	16.718	0.336	0.010
62	16.421	0.355	0.021
87	16.421	0.355	0.014
121	15.908	0.388	0.062
32	15.693	0.403	0.089

8	15.693	0.403	0.065
4	15.509	0.415	0.085
28	15.509	0.415	0.062
91	15.183	0.438	0.125
14	14.606	0.480	0.379
38	14.606	0.480	0.317
139	14.367	0.498	0.414
141	13.559	0.559	0.862
142	13.364	0.574	0.901
137	13.275	0.581	0.901
134	13.258	0.582	0.875
93	12.300	0.656	0.998
123	12.165	0.666	0.998
33	11.983	0.680	0.999
9	11.983	0.680	0.998
107	10.964	0.755	1.000
108	10.933	0.757	1.000
90	10.072	0.815	1.000
41	9.834	0.830	1.000
65	9.834	0.830	1.000
96	9.834	0.830	1.000
55	9.560	0.846	1.000
80	9.560	0.846	1.000
72	9.375	0.857	1.000
66	9.375	0.857	1.000
48	9.375	0.857	1.000
42	9.375	0.857	1.000
125	9.213	0.866	1.000
135	9.213	0.866	1.000
99	9.200	0.867	1.000
101	9.138	0.870	1.000
115	8.512	0.902	1.000
143	8.041	0.922	1.000
15	7.018	0.957	1.000

Condition number of Sample Correlations = 4.244698e+001
Determinant of sample covariance matrix = 7.6641e+003

Model: Default model

Computation of degrees of freedom

Number of distinct sample moments:	120
Number of distinct parameters to be estimated:	36

Degrees of freedom:	84

Minimum was achieved

Chi-square = 253.997
Degrees of freedom = 84
Probability level = 0.000

Maximum Likelihood Estimates

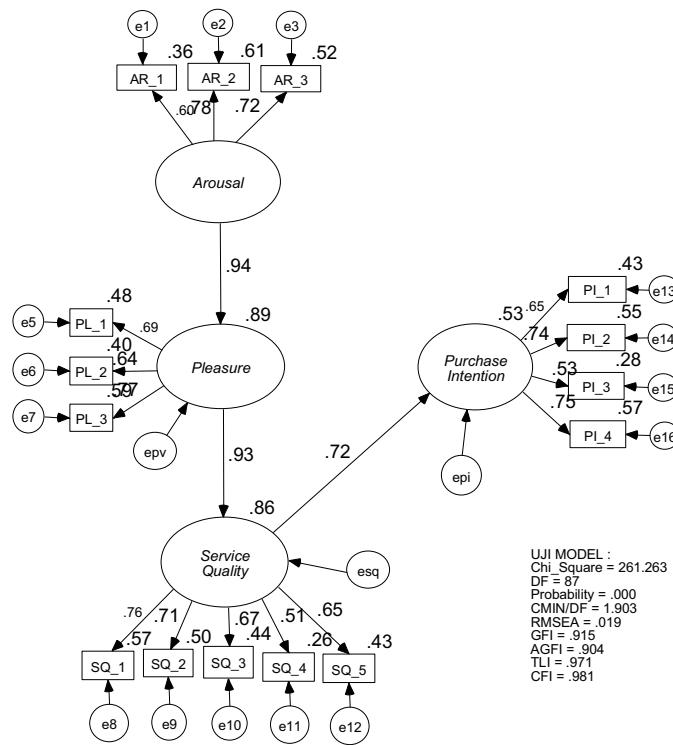
Regression Weights:	Estimate	S.E.	C.R.	Label
PL_3 <----- Pleasure	1.072	0.122	8.769	par-1
SQ_2 <----- Service Q	0.991	0.120	8.268	par-2
SQ_1 <----- Service Q	1.000			
PL_1 <----- Pleasure	1.000			
PL_2 <----- Pleasure	0.919	0.128	7.174	par-3
SQ_3 <----- Service Q	1.033	0.137	7.541	par-4
PI_2 <----- Purchase Int	1.268	0.171	7.398	par-5
PI_1 <----- Purchase Int	1.000			
PI_3 <----- Purchase Int	0.934	0.164	5.679	par-6
AR_3 <----- Arousal	1.208	0.180	6.696	par-7
AR_2 <----- Arousal	1.288	0.184	6.999	par-8
AR_1 <----- Arousal	1.000			
SQ_4 <----- Service Q	0.868	0.139	6.241	par-9
SQ_5 <----- Service Q	0.943	0.127	7.453	par-10
PI_4 <----- Purchase Int	1.191	0.168	7.110	par-11

Standardized Regression Weights:	Estimate
PL_3 <----- Pleasure	0.787
SQ_2 <----- Service Quality	0.705
SQ_1 <----- Service Quality	0.734
PL_1 <----- Pleasure	0.700
PL_2 <----- Pleasure	0.632
SQ_3 <----- Service Quality	0.650
PI_2 <----- Purchase Intention	0.802
PI_1 <----- Purchase Intention	0.654
PI_3 <----- Purchase Intention	0.562
AR_3 <----- Arousal	0.726
AR_2 <----- Arousal	0.797
AR_1 <----- Arousal	0.599
SQ_4 <----- Service Quality	0.564
SQ_5 <----- Service Quality	0.690
PI_4 <----- Purchase Intention	0.727

Correlations:	Estimate
Pleasure <-----> Arousal	0.982
Service Quality <-----> Arousal	0.890
Purchase Intention <-----> Arousal	0.667
Pleasure <-----> Service Quality	0.993
Pleasure <-----> Purchase Intention	0.641
Service Quality <> Purchase Intention	0.831

LAMPIRAN 4
STRUCTURAL EQUATION MODELLING

Structural Equation Modelling
 Pengaruh Arousal terhadap Purchase Intention melalui
 Pleasure dan Service Quality
 Standardized estimates



UJI MODEL :
 Chi_Square = 261.263
 DF = 87
 Probability = .000
 CMIN/DF = 1.903
 RMSEA = .019
 GFI = .915
 AGFI = .904
 TLI = .971
 CFI = .981

Amos
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 Version 4.01
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Your model contains the following variables

PI_1	observed	endogenous
AR_2	observed	endogenous
AR_3	observed	endogenous
PI_2	observed	endogenous
PI_3	observed	endogenous
SQ_3	observed	endogenous
SQ_2	observed	endogenous
SQ_1	observed	endogenous
AR_1	observed	endogenous
PL_1	observed	endogenous
PL_2	observed	endogenous
PL_3	observed	endogenous
SQ_4	observed	endogenous
SQ_5	observed	endogenous
PI_4	observed	endogenous
Pleasure	unobserved	endogenous
Service Quality	unobserved	endogenous
Purchase Intention	unobserved	endogenous
e13	unobserved	exogenous
e2	unobserved	exogenous
e3	unobserved	exogenous
e14	unobserved	exogenous
e15	unobserved	exogenous
e10	unobserved	exogenous
e9	unobserved	exogenous
e8	unobserved	exogenous
e1	unobserved	exogenous
e5	unobserved	exogenous
e6	unobserved	exogenous
e7	unobserved	exogenous
epi	unobserved	exogenous
epv	unobserved	exogenous
Arousal	unobserved	exogenous
e11	unobserved	exogenous
e12	unobserved	exogenous
e16	unobserved	exogenous
esq	unobserved	exogenous

Model: Default model
 Computation of degrees of freedom

Number of distinct sample moments: 120
 Number of distinct parameters to be estimated: 33

 Degrees of freedom: 87

Minimum was achieved

Chi-square = 261.263
 Degrees of freedom = 87
 Probability level = 0.000

Maximum Likelihood Estimates

 Regression Weights

			Estimate	S.E.	C.R.	P	Label
Pleasure	<-	Arousal	1.035	0.171	6.048	0.000	par-12
Service							
Quality	<-	Pleasure	0.974	0.139	7.015	0.000	par-13
Purchase		Service					
Intention	<-	Quality	0.511	0.09	5.688	0.000	par-14
PL_3	<-	Pleasure	1.062	0.132	8.022	0.000	par-1
		Service					
SQ_2	<-	Quality	0.964	0.118	8.152	0.000	par-2
		Service					
SQ_1	<-	Quality	1				
PL_1	<-	Pleasure	1				
PL_2	<-	Pleasure	0.936	0.135	6.95	0.000	par-3
		Service					
SQ_3	<-	Quality	1.041	0.137	7.591	0.000	par-4
		Purchase					
PI_2	<-	Intention	1.352	0.195	6.925	0.000	par-5
		Purchase					
PI_1	<-	Intention	1				
		Purchase					
PI_3	<-	Intention	0.981	0.188	5.207	0.000	par-6
AR_3	<-	Arousal	1.18	0.181	6.517	0.000	par-7
AR_2	<-	Arousal	1.239	0.183	6.773	0.000	par-8
AR_1	<-	Arousal	1				
		Service					
SQ_4	<-	Quality	0.758	0.138	5.485	0.000	par-9
		Service					
SQ_5	<-	Quality	0.862	0.125	6.877	0.000	par-10
		Purchase					
PI_4	<-	Intention	1.385	0.198	7.013	0.000	par-11

Standardized Regression Weights:	Estimate
-----	-----
Pleasure <----- Arousal	0.944
Service Quality <----- Pleasure	0.928
Purchase Intentio <- Service Quality	0.725
PL_3 <----- Pleasure	0.771
SQ_2 <----- Service Quality	0.707
SQ_1 <----- Service Quality	0.757
PL_1 <----- Pleasure	0.694
PL_2 <----- Pleasure	0.636
SQ_3 <----- Service Quality	0.667
PI_2 <----- Purchase Intention	0.745
PI_1 <----- Purchase Intention	0.653
PI_3 <----- Purchase Intention	0.532
AR_3 <----- Arousal	0.720
AR_2 <----- Arousal	0.778
AR_1 <----- Arousal	0.598
SQ_4 <----- Service Quality	0.507
SQ_5 <----- Service Quality	0.653
PI_4 <----- Purchase Intention	0.753

Squared Multiple Correlations:	Estimate
-----	-----
Pleasure	0.891
Service Quality	0.861
Purchase Intention	0.526
PI_4	0.567
SQ_5	0.426
SQ_4	0.257
PL_3	0.594
PL_2	0.405
PL_1	0.481
AR_1	0.357
SQ_1	0.574
SQ_2	0.499
SQ_3	0.445
PI_3	0.283
PI_2	0.554
AR_3	0.519
AR_2	0.606
PI_1	0.427

Total Effects

	Arousal	Pleasure	Service	Purchase
-----	-----	-----	-----	-----
Pleasure	1.035	0.000	0.000	0.000
Service Q	1.008	0.974	0.000	0.000
Purchase	0.514	0.497	0.511	0.000
PI_4	0.713	0.689	0.707	1.385
SQ_5	0.869	0.840	0.862	0.000

SQ_4	0.764	0.738	0.758	0.000
PL_3	1.099	1.062	0.000	0.000
PL_2	0.969	0.936	0.000	0.000
PL_1	1.035	1.000	0.000	0.000
AR_1	1.000	0.000	0.000	0.000
SQ_1	1.008	0.974	1.000	0.000
SQ_2	0.972	0.939	0.964	0.000
SQ_3	1.048	1.013	1.041	0.000
PI_3	0.505	0.488	0.501	0.981
PI_2	0.695	0.672	0.690	1.352
AR_3	1.180	0.000	0.000	0.000
AR_2	1.239	0.000	0.000	0.000
PI_1	0.514	0.497	0.511	1.000

Standardized Total Effects

	Arousal	Pleasure	Service	Purchase
	-----	-----	-----	-----
Pleasure	0.944	0.000	0.000	0.000
Service Q	0.876	0.928	0.000	0.000
Purchase	0.635	0.673	0.725	0.000
PI_4	0.478	0.507	0.546	0.753
SQ_5	0.572	0.606	0.653	0.000
SQ_4	0.444	0.470	0.507	0.000
PL_3	0.727	0.771	0.000	0.000
PL_2	0.601	0.636	0.000	0.000
PL_1	0.655	0.694	0.000	0.000
AR_1	0.598	0.000	0.000	0.000
SQ_1	0.663	0.703	0.757	0.000
SQ_2	0.619	0.656	0.707	0.000
SQ_3	0.584	0.619	0.667	0.000
PI_3	0.338	0.358	0.386	0.532
PI_2	0.473	0.501	0.540	0.745
AR_3	0.720	0.000	0.000	0.000
AR_2	0.778	0.000	0.000	0.000
PI_1	0.415	0.439	0.474	0.653

Direct Effects

	Arousal	Pleasure	Service	Purchase
	-----	-----	-----	-----
Pleasure	1.035	0.000	0.000	0.000
Service Q	0.000	0.974	0.000	0.000
Purchase	0.000	0.000	0.511	0.000
PI_4	0.000	0.000	0.000	1.385
SQ_5	0.000	0.000	0.862	0.000
SQ_4	0.000	0.000	0.758	0.000
PL_3	0.000	1.062	0.000	0.000
PL_2	0.000	0.936	0.000	0.000
PL_1	0.000	1.000	0.000	0.000
AR_1	1.000	0.000	0.000	0.000

SQ_1	0.000	0.000	1.000	0.000
SQ_2	0.000	0.000	0.964	0.000
SQ_3	0.000	0.000	1.041	0.000
PI_3	0.000	0.000	0.000	0.981
PI_2	0.000	0.000	0.000	1.352
AR_3	1.180	0.000	0.000	0.000
AR_2	1.239	0.000	0.000	0.000
PI_1	0.000	0.000	0.000	1.000

Standardized Direct Effects

	Arousal	Pleasure	Service	Purchase
Pleasure	0.944	0.000	0.000	0.000
Service Q	0.000	0.928	0.000	0.000
Purchase	0.000	0.000	0.725	0.000
PI_4	0.000	0.000	0.000	0.753
SQ_5	0.000	0.000	0.653	0.000
SQ_4	0.000	0.000	0.507	0.000
PL_3	0.000	0.771	0.000	0.000
PL_2	0.000	0.636	0.000	0.000
PL_1	0.000	0.694	0.000	0.000
AR_1	0.598	0.000	0.000	0.000
SQ_1	0.000	0.000	0.757	0.000
SQ_2	0.000	0.000	0.707	0.000
SQ_3	0.000	0.000	0.667	0.000
PI_3	0.000	0.000	0.000	0.532
PI_2	0.000	0.000	0.000	0.745
AR_3	0.720	0.000	0.000	0.000
AR_2	0.778	0.000	0.000	0.000
PI_1	0.000	0.000	0.000	0.653

Indirect Effects

	Arousal	Pleasure	Service	Purchase
Pleasure	0.000	0.000	0.000	0.000
Service Q	1.008	0.000	0.000	0.000
Purchase	0.514	0.497	0.000	0.000
PI_4	0.713	0.689	0.707	0.000
SQ_5	0.869	0.840	0.000	0.000
SQ_4	0.764	0.738	0.000	0.000
PL_3	1.099	0.000	0.000	0.000
PL_2	0.969	0.000	0.000	0.000
PL_1	1.035	0.000	0.000	0.000
AR_1	0.000	0.000	0.000	0.000
SQ_1	1.008	0.974	0.000	0.000
SQ_2	0.972	0.939	0.000	0.000
SQ_3	1.048	1.013	0.000	0.000
PI_3	0.505	0.488	0.501	0.000
PI_2	0.695	0.672	0.690	0.000

AR_3	0.000	0.000	0.000	0.000
AR_2	0.000	0.000	0.000	0.000
PI_1	0.514	0.497	0.511	0.000

Standardized Indirect Effects

	Arousal	Pleasure	Service	Purchase
	-----	-----	-----	-----
Pleasure	0.000	0.000	0.000	0.000
Service Q	0.876	0.000	0.000	0.000
Purchase	0.635	0.673	0.000	0.000
PI_4	0.478	0.507	0.546	0.000
SQ_5	0.572	0.606	0.000	0.000
SQ_4	0.444	0.470	0.000	0.000
PL_3	0.727	0.000	0.000	0.000
PL_2	0.601	0.000	0.000	0.000
PL_1	0.655	0.000	0.000	0.000
AR_1	0.000	0.000	0.000	0.000
SQ_1	0.663	0.703	0.000	0.000
SQ_2	0.619	0.656	0.000	0.000
SQ_3	0.584	0.619	0.000	0.000
PI_3	0.338	0.358	0.386	0.000
PI_2	0.473	0.501	0.540	0.000
AR_3	0.000	0.000	0.000	0.000
AR_2	0.000	0.000	0.000	0.000
PI_1	0.415	0.439	0.474	0.000