

## LAMPIRAN A : KUISIONER

Responden Yth,

Berkaitan dengan penyelesaian Tugas Akhir penulisan di Universitas Pelita Harapan Surabaya, yang mengambil judul “Analisa Faktor Price, Promotion, dan E-Service Quality terhadap Customer Loyalty melalui Customer Satisfaction pada Pengguna Tokopedia di Surabaya”. Dengan ini saya mohon kesediaan Anda untuk mengisi kuesioner berikut ini. Kesungguhan dalam memberikan jawaban akan sangat bermanfaat bagi keberhasilan penelitian ini. Atas perhatian dan bantuan Anda, saya ucapkan terima kasih.

### **Petunjuk Pengisian :**

Pilihlah jawaban yang paling sesuai menurut Anda dengan memberi tanda (x)

### **Karakteristik Responden :**

Jenis Kelamin :

- a. Wanita
- b. Pria

Apakah anda berdomisili di Surabaya?

- a. Ya
- b. Tidak (berhenti sampai disini, terima kasih)

Umur :

- a. 18-35 Tahun
- b. 36-50 Tahun
- c. 51-60 Tahun

d. >60 Tahun

Apakah Anda pernah melakukan pembelian produk di Tokopedia di Surabaya minimal 2 kali dalam 6 bulan?

- a. Ya
- b. Tidak

**Berilah tanda centang (✓) pada salah satu kolom pilihan jawaban yang telah disediakan dengan keterangan sebagai berikut :**

- 1 = sangat tidak setuju (STS)
- 2 = tidak setuju (TS)
- 3 = netral (N)
- 4 = setuju (S)
- 5 = sangat setuju (SS)

Pernyataan	STS	TS	R	S	SS
<b>Price</b>					
1. Saya merasa Tokopedia menjual produk yang harganya terjangkau.					
2. Saya merasa Tokopedia menjual produk yang harganya sesuai dengan kualitas produk.					
3. Saya merasa Tokopedia menjual produk yang harganya bersaing dengan kompetitor.					
4. Saya merasa Tokopedia menjual produk yang harganya sesuai dengan manfaat yang diberikan.					
<b>Promotion</b>					
1. Saya merasa Tokopedia memberikan promosi penjualan seperti voucher dan diskon.					
2. Saya merasa konten iklan Tokopedia di media sosial sangat menarik.					
3. Saya merasa Tokopedia sering memberikan promosi					

berupa voucher dengan fitur yang menarik, seperti bebas ongkir, cashback, dan lain-lain.					
<b>E-Service Quality</b>					
1. Saya merasa transaksi di Tokopedia diselesaikan dengan baik dan tepat waktu.					
2. Saya merasa waktu pengiriman barang di Tokopedia sesuai dengan waktu yang dijanjikan.					
3. Saya merasa Tokopedia menyediakan metode pembayaran yang beragam.					
4. Saya merasa Tokopedia menyediakan pilihan kurir atau ekspedisi yang beragam.					
5. Saya merasa aplikasi Tokopedia sangat mudah digunakan.					
<b>Customer Satisfaction</b>					
1. Saya memiliki pengalaman yang baik pada saat berbelanja produk di Tokopedia.					
2. Saya merasa puas karena harga dan kualitas produk Tokopedia sudah sesuai.					
3. Saya merasa puas dengan produk yang saya beli di Tokopedia di Surabaya.					
<b>Customer Loyalty</b>					
1. Saya bersedia mencari informasi mengenai produk yang dijual di Tokopedia.					
2. Saya bersedia menyampaikan hal positif mengenai produk yang ada di Tokopedia kepada orang lain.					
3. Saya bersedia merekomendasikan produk dan jasa di Tokopedia kepada orang lain.					
4. Saya akan melakukan pembelian secara berkelanjutan di Tokopedia.					
5. Saya akan melakukan pembelian produk dan jasa yang belum pernah saya coba di Tokopedia..					

## LAMPIRAN B : TABULASI DATA KUISIONER

Data 1

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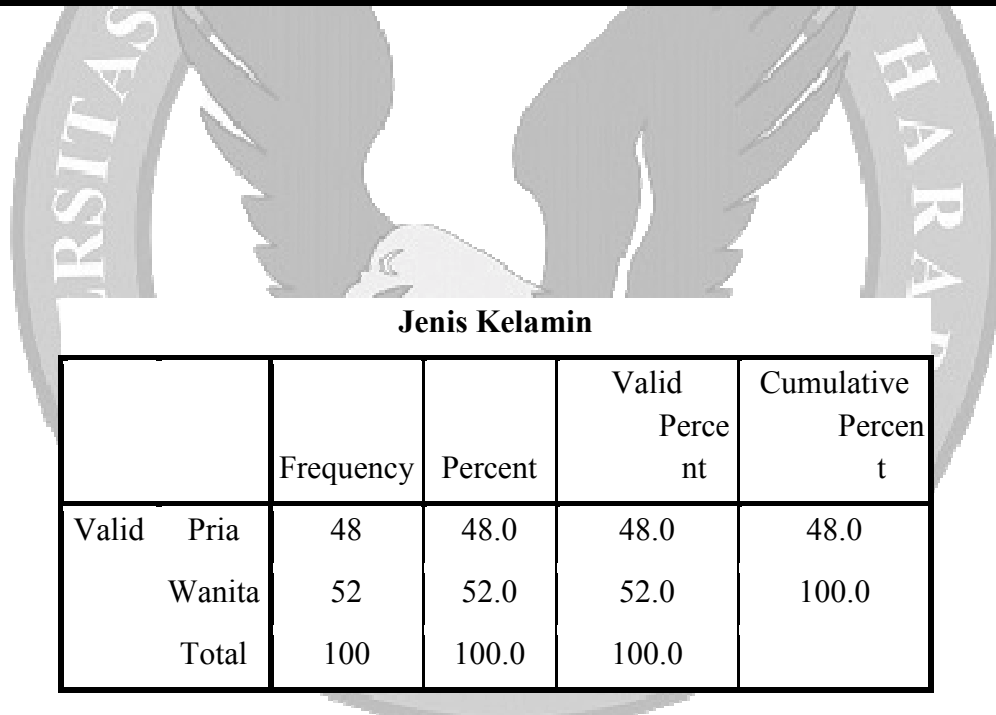


**LAMPIRAN C : HASIL UJI STATISTIK DESKRIPTIF**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	1	5	3.46	.834
X2	100	1	5	3.25	.892
X3	100	1	5	3.55	.925
X4	100	1	5	3.62	.919
X5	100	1	5	3.40	.816
X6	100	1	5	3.29	.782
X7	100	1	5	3.21	.756
X8	100	1	5	3.32	.764
X9	100	2	5	3.51	.785
X10	100	2	5	3.46	.797
X11	100	2	5	3.45	.770

X12	100	2	5	3.46	.771
Y1	100	1	5	3.44	.770
Y2	100	2	5	3.41	.668
Y3	100	1	5	3.46	.784
Y4	100	3	5	3.50	.674
Y5	100	2	5	3.47	.717
Y6	100	2	5	3.38	.693
Y7	100	2	5	3.33	.766
Y8	100	2	5	3.38	.763
Valid N (listwise)	100				



**Jenis Kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	48	48.0	48.0	48.0
Wanita	52	52.0	52.0	100.0
Total	100	100.0	100.0	

**Domisili**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Surabaya	100	100.0	100.0	100.0

**USIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-35 tahun	50	50.0	50.0	50.0
36-50 tahun	43	43.0	43.0	93.0
51-60 tahun	7	7.0	7.0	100.0
Total	100	100.0	100.0	

**Melakukan pembelian minimal 2 kali dalam 6 bulan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	100	100.0	100.0	100.0

**X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	12	12.0	12.0	13.0
3	63	63.0	63.0	76.0
4	9	9.0	9.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

**X2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	6	6.0	6.0	7.0
	3	51	51.0	51.0	58.0
	4	21	21.0	21.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**X3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	6	6.0	6.0	7.0
	3	51	51.0	51.0	58.0
	4	21	21.0	21.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**X4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0

	2	7	7.0	7.0	8.0
	3	54	54.0	54.0	62.0
	4	27	27.0	27.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**X5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	58	58.0	58.0	68.0
	4	24	24.0	24.0	92.0
	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

**X6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	58	58.0	58.0	68.0
	4	24	24.0	24.0	92.0
	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

s

**X7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	6	6.0	6.0	8.0
	3	69	69.0	69.0	77.0
	4	15	15.0	15.0	92.0
	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

**X8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	4	4.0	4.0	5.0
	3	68	68.0	68.0	73.0
	4	16	16.0	16.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**X9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0

	3	61	61.0	61.0	63.0
	4	21	21.0	21.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**X10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	6.0	6.0	6.0
	3	55	55.0	55.0	61.0
	4	26	26.0	26.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**X11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	69	69.0	69.0	70.0
	4	14	14.0	14.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**X12**



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	62	62.0	62.0	65.0
	4	21	21.0	21.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**Y1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.0	3.0	4.0
	3	58	58.0	58.0	62.0
	4	27	27.0	27.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**Y2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	66	66.0	66.0	67.0
	4	24	24.0	24.0	91.0

5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

**Y3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	60	60.0	60.0	63.0
	4	24	24.0	24.0	87.0
	5	13	13.0	13.0	100.0
Total		100	100.0	100.0	

**Y4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	60	60.0	60.0	60.0
	4	30	30.0	30.0	90.0
	5	10	10.0	10.0	100.0
Total		100	100.0	100.0	

**Y5**

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	2	1	1.0	1.0	1.0
	3	63	63.0	63.0	64.0
	4	24	24.0	24.0	88.0
	5	12	12.0	12.0	100.0
Total		100	100.0	100.0	

**Y6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	65	65.0	65.0	68.0
	4	23	23.0	23.0	91.0
	5	9	9.0	9.0	100.0
Total		100	100.0	100.0	

**Y7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	11.0	11.0	11.0
	3	52	52.0	52.0	63.0
	4	30	30.0	30.0	93.0
	5	7	7.0	7.0	100.0
Total		100	100.0	100.0	

**Y8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.0	5.0	5.0
	3	64	64.0	64.0	69.0
	4	19	19.0	19.0	88.0
	5	12	12.0	12.0	100.0
Total		100	100.0	100.0	

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X1)	100	-2.95007	1.84679	.0000000	1.0000000
Zscore(X2)	100	-2.52275	1.96214	.0000000	1.0000000
Zscore(X3)	100	-2.75606	1.56717	.0000000	1.0000000
Zscore(X4)	100	-2.85180	1.50210	.0000000	1.0000000
Zscore(X5)	100	-2.93939	1.95959	.0000000	1.0000000
Zscore(X6)	100	-2.92720	2.18581	.0000000	1.0000000
Zscore(X7)	100	-2.92308	2.36756	.0000000	1.0000000
Zscore(X8)	100	-3.03733	2.19945	.0000000	1.0000000
Zscore(X9)	100	-1.92382	1.89834	.0000000	1.0000000
Zscore(X10)	100	-1.83254	1.93295	.0000000	1.0000000
Zscore(X11)	100	-1.88227	2.01208	.0000000	1.0000000
Zscore(X12)	100	-1.89380	1.99757	.0000000	1.0000000
Zscore(Y1)	100	-3.17037	2.02696	.0000000	1.0000000
Zscore(Y2)	100	-2.11045	2.37987	.0000000	1.0000000
Zscore(Y3)	100	-3.13804	1.96446	.0000000	1.0000000

Zscore(Y4)	100	-.74162	2.22486	.0000000	1.00000000
Zscore(Y5)	100	-2.04990	2.13357	.0000000	1.00000000
Zscore(Y6)	100	-1.99102	2.33729	.0000000	1.00000000
Zscore(Y7)	100	-1.73598	2.17976	.0000000	1.00000000
Zscore(Y8)	100	-1.80982	2.12458	.0000000	1.00000000
Valid N (listwise)	100				

**Analysis Summary**

**Date and Time**

Date: 28 August 2021  
Time: 17:38:06

**Title**

Amos: 28 August 2021 17:38:06

Number of variables in your model: 47  
 Number of observed variables: 20  
 Number of unobserved variables: 27  
 Number of exogenous variables: 25  
 Number of endogenous variables: 22

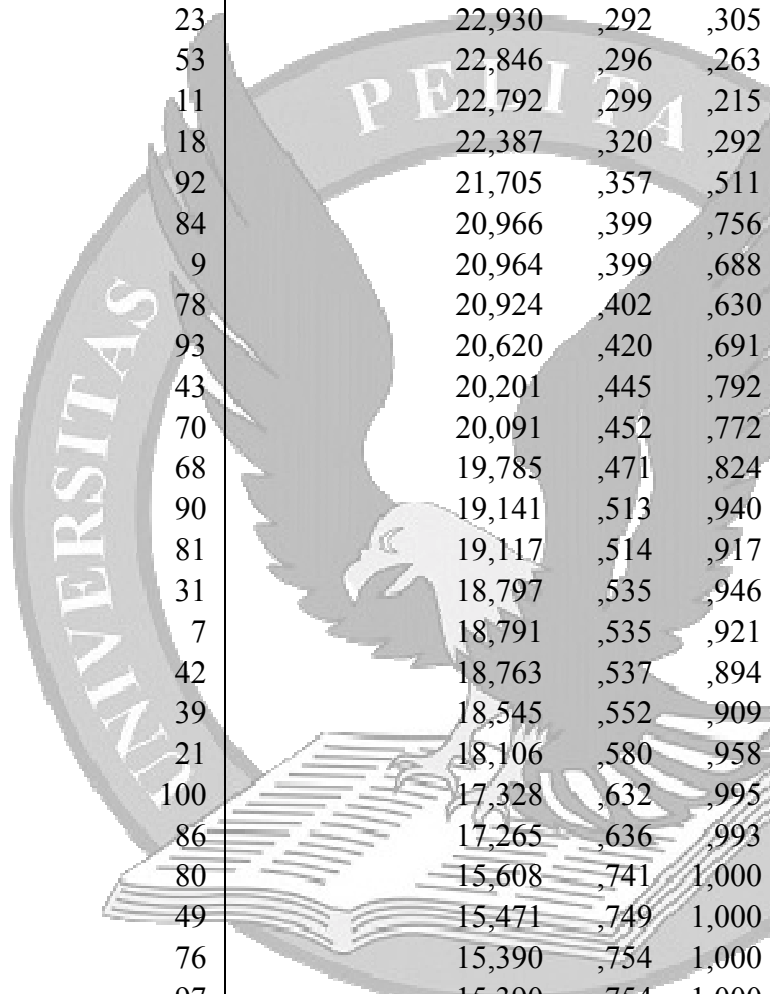
	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	27	0	0	0	0	27
Labeled	0	0	0	0	0	0

	Weights	Covariances	Variances	Means	Intercepts	Total
Unlabeled	19	3	25	0	0	47
Total	46	3	25	0	0	74

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y3	1,000	5,000	,512	2,091	,338	,690
Y2	2,000	5,000	1,149	4,691	,393	,801
Y1	1,000	5,000	,403	1,643	,441	,900
X8	1,000	5,000	,758	3,094	,983	2,006
X9	2,000	5,000	,849	3,464	-,457	-,933
X10	2,000	5,000	,553	2,258	-,340	-,693
X11	2,000	5,000	1,168	4,766	-,077	-,158
X12	2,000	5,000	,866	3,534	-,200	-,409
X4	1,000	5,000	,350	1,429	-,706	-1,441
X3	1,000	5,000	,237	,969	-,560	-1,143
X2	1,000	5,000	,692	2,826	,204	,417
X1	1,000	5,000	,758	3,093	,092	,187
Y8	2,000	5,000	,891	3,636	,167	,341
Y7	2,000	5,000	,313	1,279	-,171	-,349
Y6	2,000	5,000	,985	4,020	,432	,881
Y5	2,000	5,000	1,014	4,140	-,091	-,186

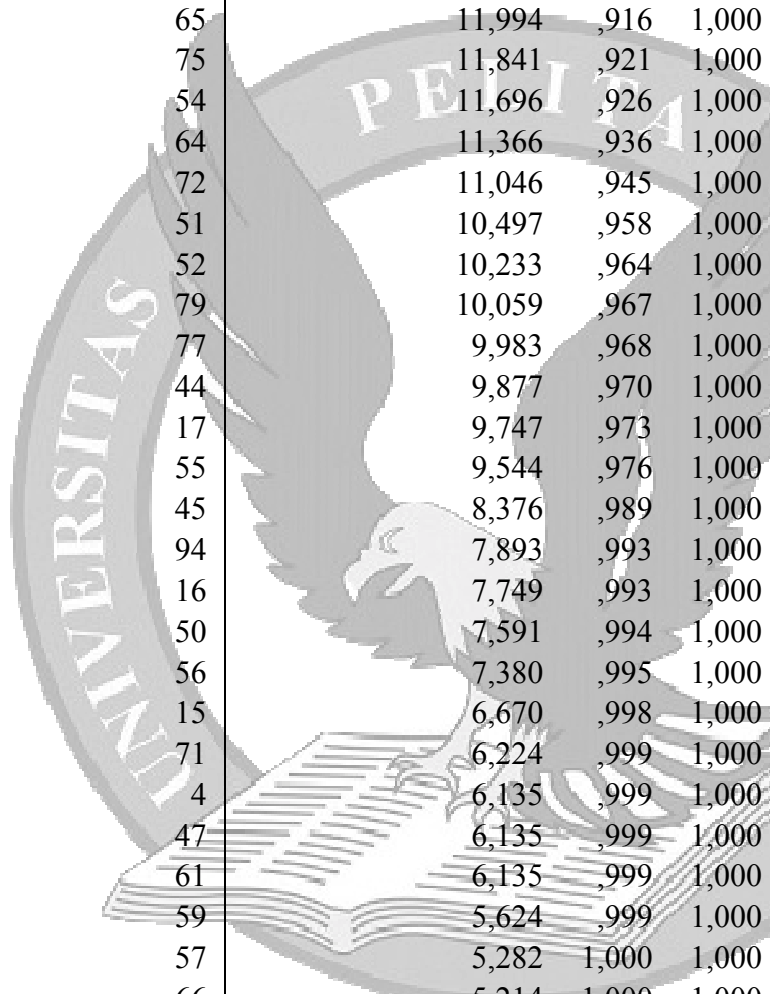
Variable	min	max	skew	c.r.	kurtosis	c.r.
Y4	3,000	5,000	,994	4,057	-,222	-,454
X5	1,000	5,000	,269	1,096	,146	,298
X6	1,000	5,000	,336	1,372	,469	,956
X7	1,000	5,000	,480	1,958	1,643	3,353
Multivariate					132,172	22,278

Observation number	Mahalanobis d-squared	p1	p2
35	56,903	,000	,002
24	53,563	,000	,000
40	52,784	,000	,000
91	52,118	,000	,000
32	43,741	,002	,000
30	42,736	,002	,000
99	42,289	,003	,000
25	39,784	,005	,000
85	38,684	,007	,000
26	38,409	,008	,000
13	38,255	,008	,000
1	37,507	,010	,000
88	35,681	,017	,000
2	35,313	,018	,000
67	35,094	,020	,000
82	34,781	,021	,000
12	34,090	,026	,000
38	33,272	,031	,000
28	32,857	,035	,000
73	32,280	,040	,000
41	31,493	,049	,000
34	30,389	,064	,000
22	29,987	,070	,000
95	29,112	,086	,000
6	29,069	,086	,000



Observation number	Mahalanobis d-squared	p1	p2
27	28,385	,101	,000
69	28,203	,105	,000
98	27,301	,127	,000
33	24,678	,214	,045
19	24,142	,236	,086
89	23,047	,287	,337
23	22,930	,292	,305
53	22,846	,296	,263
11	22,792	,299	,215
18	22,387	,320	,292
92	21,705	,357	,511
84	20,966	,399	,756
9	20,964	,399	,688
78	20,924	,402	,630
93	20,620	,420	,691
43	20,201	,445	,792
70	20,091	,452	,772
68	19,785	,471	,824
90	19,141	,513	,940
81	19,117	,514	,917
31	18,797	,535	,946
7	18,791	,535	,921
42	18,763	,537	,894
39	18,545	,552	,909
21	18,106	,580	,958
100	17,328	,632	,995
86	17,265	,636	,993
80	15,608	,741	1,000
49	15,471	,749	1,000
76	15,390	,754	1,000
97	15,390	,754	1,000
3	15,305	,759	1,000
29	15,119	,770	1,000
37	15,024	,775	1,000
8	14,829	,786	1,000
87	14,244	,818	1,000
20	14,134	,824	1,000





Observation number	Mahalanobis d-squared	p1	p2
36	14,095	,826	1,000
14	13,448	,857	1,000
96	13,079	,874	1,000
63	13,006	,877	1,000
10	12,628	,893	1,000
83	12,024	,915	1,000
65	11,994	,916	1,000
75	11,841	,921	1,000
54	11,696	,926	1,000
64	11,366	,936	1,000
72	11,046	,945	1,000
51	10,497	,958	1,000
52	10,233	,964	1,000
79	10,059	,967	1,000
77	9,983	,968	1,000
44	9,877	,970	1,000
17	9,747	,973	1,000
55	9,544	,976	1,000
45	8,376	,989	1,000
94	7,893	,993	1,000
16	7,749	,993	1,000
50	7,591	,994	1,000
56	7,380	,995	1,000
15	6,670	,998	1,000
71	6,224	,999	1,000
4	6,135	,999	1,000
47	6,135	,999	1,000
61	6,135	,999	1,000
59	5,624	,999	1,000
57	5,282	1,000	1,000
66	5,214	1,000	1,000
48	3,809	1,000	1,000
58	3,809	1,000	1,000
62	3,809	1,000	1,000
74	3,087	1,000	1,000
5	1,462	1,000	1,000
46	1,462	1,000	1,000

Observation number	Mahalanobis d-squared	p1	p2
60	1,462	1,000	1,000

Number of distinct sample moments: 210  
Number of distinct parameters to be estimated: 47  
Degrees of freedom (210 - 47): 163

		Estimate	S.E.	C.R.	P	Label
Satisfaction	<--- Price	,456	,131	3,480	***	
Satisfaction	<--- Promotion	,554	,138	4,014	***	
Satisfaction	<--- E_Service	,148	,090	1,652	,099	
Loyalty	<--- Satisfaction	,544	,103	5,271	***	
X7	<--- Promotion	1,000				
X6	<--- Promotion	,735	,142	5,187	***	
X5	<--- Promotion	,877	,148	5,923	***	
Y4	<--- Loyalty	1,000				
Y5	<--- Loyalty	1,609	,255	6,310	***	
Y6	<--- Loyalty	1,254	,223	5,615	***	
Y7	<--- Loyalty	1,020	,228	4,476	***	
Y8	<--- Loyalty	1,253	,239	5,252	***	
X1	<--- Price	1,000				
X2	<--- Price	,830	,186	4,466	***	
X3	<--- Price	1,261	,209	6,043	***	
X4	<--- Price	1,082	,198	5,455	***	
X12	<--- E_Service	1,000				
X11	<--- E_Service	1,091	,111	9,858	***	
X10	<--- E_Service	,793	,121	6,560	***	
X9	<--- E_Service	,756	,120	6,309	***	
X8	<--- E_Service	,696	,118	5,908	***	
Y1	<--- Satisfaction	1,000				
Y2	<--- Satisfaction	,771	,109	7,053	***	
Y3	<--- Satisfaction	,752	,131	5,717	***	

	Estimate
Satisfaction <--- Price	,426
Satisfaction <--- Promotion	,555
Satisfaction <--- E_Service	,156
Loyalty <--- Satisfaction	,818
X7 <--- Promotion	,797
X6 <--- Promotion	,567
X5 <--- Promotion	,648
Y4 <--- Loyalty	,594
Y5 <--- Loyalty	,898
Y6 <--- Loyalty	,724
Y7 <--- Loyalty	,533
Y8 <--- Loyalty	,658
X1 <--- Price	,674
X2 <--- Price	,523
X3 <--- Price	,766
X4 <--- Price	,662
X12 <--- E_Service	,823
X11 <--- E_Service	,899
X10 <--- E_Service	,631
X9 <--- E_Service	,611
X8 <--- E_Service	,578
Y1 <--- Satisfaction	,782
Y2 <--- Satisfaction	,695
Y3 <--- Satisfaction	,577

	Estimate	S.E.	C.R.	P	Label
Promotion <--> Price	,188	,054	3,498	***	
Price <--> E_Service	,158	,050	3,142	,002	
Promotion <--> E_Service	,192	,053	3,596	***	

	Estimate
Promotion <--> Price	,561
Price <--> E_Service	,446
Promotion <--> E_Service	,508

	Estimate	S.E.	C.R.	P	Label
Promotion	,360	,085	4,213	***	
Price	,313	,091	3,453	***	
E_Service	,399	,083	4,781	***	
d1	,026	,026	1,022	,307	
d2	,053	,020	2,664	,008	
e7	,206	,050	4,087	***	
e6	,411	,065	6,294	***	
e5	,383	,065	5,883	***	
e16	,291	,044	6,564	***	
e17	,098	,029	3,399	***	
e18	,226	,037	6,041	***	
e19	,416	,062	6,695	***	
e20	,326	,051	6,365	***	
e1	,376	,066	5,705	***	
e2	,572	,089	6,445	***	
e3	,350	,074	4,742	***	
e4	,470	,081	5,793	***	
e12	,190	,038	5,037	***	
e11	,113	,034	3,372	***	
e10	,378	,058	6,469	***	
e9	,382	,059	6,528	***	
e8	,384	,058	6,610	***	
e13	,228	,041	5,590	***	
e14	,228	,037	6,212	***	
e15	,406	,061	6,606	***	

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,148	,456	,554	,000	,000
Loyalty	,081	,248	,301	,544	,000
Y3	,112	,343	,416	,752	,000
Y2	,114	,352	,427	,771	,000
Y1	,148	,456	,554	1,000	,000
X8	,696	,000	,000	,000	,000
X9	,756	,000	,000	,000	,000
X10	,793	,000	,000	,000	,000
X11	1,091	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
X12	1,000	,000	,000	,000	,000
X4	,000	1,082	,000	,000	,000
X3	,000	1,261	,000	,000	,000
X2	,000	,830	,000	,000	,000
X1	,000	1,000	,000	,000	,000
Y8	,101	,311	,377	,681	1,253
Y7	,082	,253	,307	,555	1,020
Y6	,101	,311	,378	,682	1,254
Y5	,130	,399	,485	,875	1,609
Y4	,081	,248	,301	,544	1,000
X5	,000	,000	,877	,000	,000
X6	,000	,000	,735	,000	,000
X7	,000	,000	1,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,156	,426	,555	,000	,000
Loyalty	,128	,348	,454	,818	,000
Y3	,090	,246	,320	,577	,000
Y2	,109	,296	,386	,695	,000
Y1	,122	,333	,434	,782	,000
X8	,578	,000	,000	,000	,000
X9	,611	,000	,000	,000	,000
X10	,631	,000	,000	,000	,000
X11	,899	,000	,000	,000	,000
X12	,823	,000	,000	,000	,000
X4	,000	,662	,000	,000	,000
X3	,000	,766	,000	,000	,000
X2	,000	,523	,000	,000	,000
X1	,000	,674	,000	,000	,000
Y8	,084	,229	,298	,538	,658
Y7	,068	,186	,242	,436	,533
Y6	,093	,252	,329	,592	,724
Y5	,115	,313	,408	,734	,898
Y4	,076	,207	,269	,485	,594
X5	,000	,000	,648	,000	,000
X6	,000	,000	,567	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
X7	,000	,000	,797	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,148	,456	,554	,000	,000
Loyalty	,000	,000	,000	,544	,000
Y3	,000	,000	,000	,752	,000
Y2	,000	,000	,000	,771	,000
Y1	,000	,000	,000	1,000	,000
X8	,696	,000	,000	,000	,000
X9	,756	,000	,000	,000	,000
X10	,793	,000	,000	,000	,000
X11	1,091	,000	,000	,000	,000
X12	1,000	,000	,000	,000	,000
X4	,000	1,082	,000	,000	,000
X3	,000	1,261	,000	,000	,000
X2	,000	,830	,000	,000	,000
X1	,000	1,000	,000	,000	,000
Y8	,000	,000	,000	,000	1,253
Y7	,000	,000	,000	,000	1,020
Y6	,000	,000	,000	,000	1,254
Y5	,000	,000	,000	,000	1,609
Y4	,000	,000	,000	,000	1,000
X5	,000	,000	,877	,000	,000
X6	,000	,000	,735	,000	,000
X7	,000	,000	1,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,156	,426	,555	,000	,000
Loyalty	,000	,000	,000	,818	,000
Y3	,000	,000	,000	,577	,000
Y2	,000	,000	,000	,695	,000
Y1	,000	,000	,000	,782	,000
X8	,578	,000	,000	,000	,000
X9	,611	,000	,000	,000	,000
X10	,631	,000	,000	,000	,000
X11	,899	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
X12	,823	,000	,000	,000	,000
X4	,000	,662	,000	,000	,000
X3	,000	,766	,000	,000	,000
X2	,000	,523	,000	,000	,000
X1	,000	,674	,000	,000	,000
Y8	,000	,000	,000	,000	,658
Y7	,000	,000	,000	,000	,533
Y6	,000	,000	,000	,000	,724
Y5	,000	,000	,000	,000	,898
Y4	,000	,000	,000	,000	,594
X5	,000	,000	,648	,000	,000
X6	,000	,000	,567	,000	,000
X7	,000	,000	,797	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	,081	,248	,301	,000	,000
Y3	,112	,343	,416	,000	,000
Y2	,114	,352	,427	,000	,000
Y1	,148	,456	,554	,000	,000
X8	,000	,000	,000	,000	,000
X9	,000	,000	,000	,000	,000
X10	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X4	,000	,000	,000	,000	,000
X3	,000	,000	,000	,000	,000
X2	,000	,000	,000	,000	,000
X1	,000	,000	,000	,000	,000
Y8	,101	,311	,377	,681	,000
Y7	,082	,253	,307	,555	,000
Y6	,101	,311	,378	,682	,000
Y5	,130	,399	,485	,875	,000
Y4	,081	,248	,301	,544	,000
X5	,000	,000	,000	,000	,000
X6	,000	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
X7	,000	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	,128	,348	,454	,000	,000
Y3	,090	,246	,320	,000	,000
Y2	,109	,296	,386	,000	,000
Y1	,122	,333	,434	,000	,000
X8	,000	,000	,000	,000	,000
X9	,000	,000	,000	,000	,000
X10	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X4	,000	,000	,000	,000	,000
X3	,000	,000	,000	,000	,000
X2	,000	,000	,000	,000	,000
X1	,000	,000	,000	,000	,000
Y8	,084	,229	,298	,538	,000
Y7	,068	,186	,242	,436	,000
Y6	,093	,252	,329	,592	,000
Y5	,115	,313	,408	,734	,000
Y4	,076	,207	,269	,485	,000
X5	,000	,000	,000	,000	,000
X6	,000	,000	,000	,000	,000
X7	,000	,000	,000	,000	,000

	M.I.	Par Change
e14 <--> Price	4,616	,061
e8 <--> e15	7,195	-,112
e9 <--> e8	10,336	,131
e10 <--> Promotion	4,292	-,077
e10 <--> e8	4,074	,082
e4 <--> e14	5,897	-,091
e4 <--> e9	5,456	-,111
e3 <--> e14	4,710	,075
e2 <--> E_Service	4,637	-,100



	M.I.	Par Change
e1 <--> Price	4,484	-,076
e1 <--> Promotion	4,671	,084
e7 <--> d2	8,555	,047

M.I.	Par Change
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	M.I.	Par Change
X8 <--- X9	6,091	,202
X9 <--- X8	6,540	,216
X11 <--- Y7	4,329	-,123
X4 <--- Y2	4,103	-,226
X4 <--- X9	4,381	-,199
X2 <--- E_Service	4,481	-,279
X2 <--- X11	4,163	-,210
X2 <--- X12	6,868	-,269
X1 <--- E_Service	5,824	,270
X1 <--- Promotion	5,265	,282
X1 <--- Y2	4,337	,209
X1 <--- X11	6,580	,224
X1 <--- X5	6,806	,215

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	11	-,556	9999,000	964,022	0	9999,000
1	e*	6	-,152	3,279	470,318	20	,396
2	e	2	-,089	1,087	294,310	5	,824
3	e	0	276,864	,789	223,527	5	,810
4	e	0	113,076	,550	201,122	3	,000
5	e	0	86,978	,570	184,615	1	1,107
6	e	0	145,164	,264	182,609	1	1,112
7	e	0	192,976	,092	182,488	1	1,067
8	e	0	203,142	,015	182,486	1	1,014
9	e	0	199,699	,000	182,486	1	1,000

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTrises	Ratio
0	e	11		-,556	9999,000	964,022	0	9999,000
1	e*	6		-,152	3,279	470,318	20	,396
2	e	2		-,089	1,087	294,310	5	,824
3	e	0	276,864	,789		223,527	5	,810
4	e	0	113,076	,550		201,122	3	,000
5	e	0	86,978	,570		184,615	1	1,107
6	e	0	145,164	,264		182,609	1	1,112
7	e	0	192,976	,092		182,488	1	1,067
8	e	0	203,142	,015		182,486	1	1,014
9	e	0	199,699	,000		182,486	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	47	182,486	163	,141	1,120
Saturated model	210	,000	0		
Independence model	20	952,663	190	,000	5,014

Model	RMR	GFI	AGFI	PGFI
Default model	,044	,848	,804	,658
Saturated model	,000	1,000		
Independence model	,198	,303	,229	,274

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,808	,777	,975	,970	,974

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Model	PRATIO	PNFI	PCFI
Default model	,858	,694	,836
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

Model	NCP	LO 90	HI 90
Default model	19,486	,000	56,749
Saturated model	,000	,000	,000
Independence model	762,663	670,040	862,798

Model	FMIN	F0	LO 90	HI 90
Default model	1,843	,197	,000	,573
Saturated model	,000	,000	,000	,000
Independence model	9,623	7,704	6,768	8,715

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,035	,000	,059	,827
Independence model	,201	,189	,214	,000

Model	AIC	BCC	BIC	CAIC
Default model	276,486	301,794	398,929	445,929
Saturated model	420,000	533,077	967,086	1177,086
Independence model	992,663	1003,433	1044,767	1064,767

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,793	2,596	3,169	3,048
Saturated model	4,242	4,242	4,242	5,385
Independence model	10,027	9,091	11,038	10,136

Model	HOELTER	HOELTER
	.05	.01
Default model	106	113
Independence model	24	25

Minimization: ,036  
Miscellaneous: 1,342  
Bootstrap: ,000  
Total: 1,378

**Notes for Group (Group number 1)**

The model is recursive.  
Sample size = 100

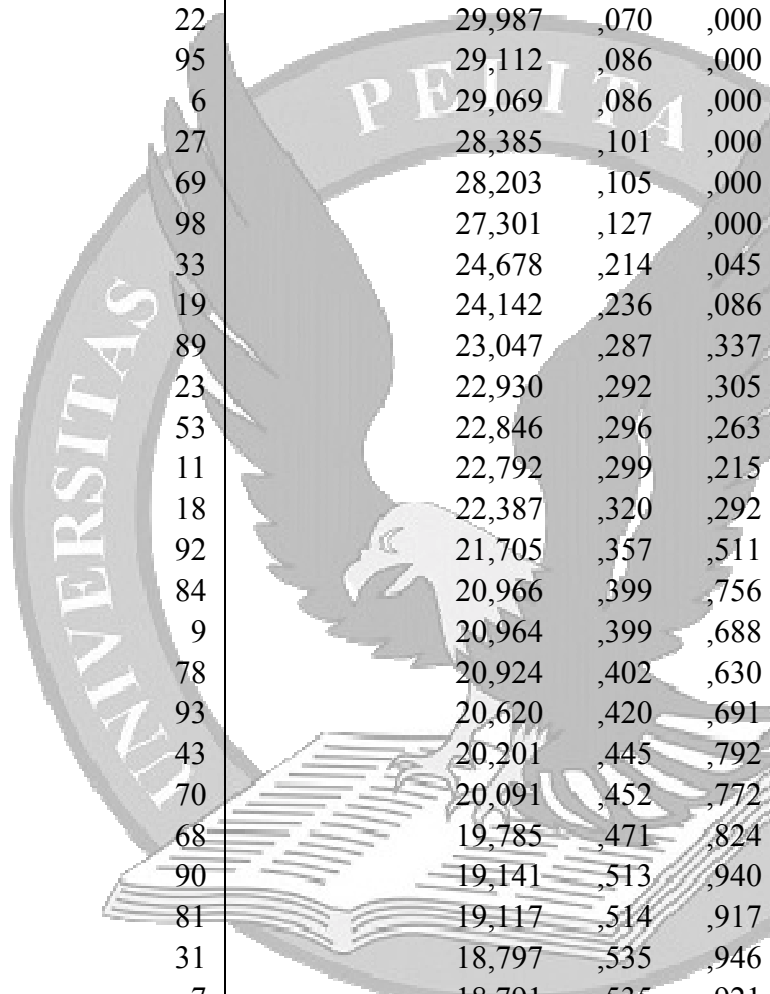
Number of variables in your model: 47  
Number of observed variables: 20  
Number of unobserved variables: 27  
Number of exogenous variables: 25  
Number of endogenous variables: 22

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	27	0	0	0	0	27
Labeled	0	0	0	0	0	0
Unlabeled	19	3	25	0	0	47
Total	46	3	25	0	0	74

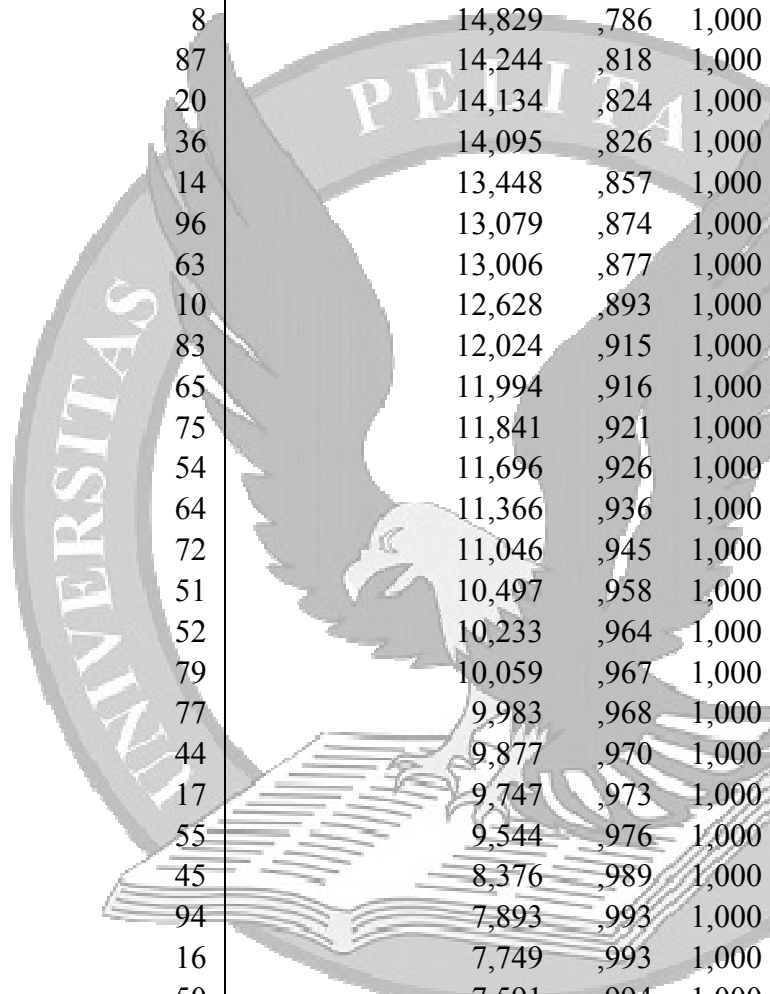
Variable	min	max	skew	c.r.	kurtosis	c.r.
Y3	1,000	5,000	,512	2,091	,338	,690
Y2	2,000	5,000	1,149	4,691	,393	,801
Y1	1,000	5,000	,403	1,643	,441	,900

Variable	min	max	skew	c.r.	kurtosis	c.r.
X8	1,000	5,000	,758	3,094	,983	2,006
X9	2,000	5,000	,849	3,464	-,457	-,933
X10	2,000	5,000	,553	2,258	-,340	-,693
X11	2,000	5,000	1,168	4,766	-,077	-,158
X12	2,000	5,000	,866	3,534	-,200	-,409
X4	1,000	5,000	,350	1,429	-,706	-1,441
X3	1,000	5,000	,237	,969	-,560	-1,143
X2	1,000	5,000	,692	2,826	,204	,417
X1	1,000	5,000	,758	3,093	,092	,187
Y8	2,000	5,000	,891	3,636	,167	,341
Y7	2,000	5,000	,313	1,279	-,171	-,349
Y6	2,000	5,000	,985	4,020	,432	,881
Y5	2,000	5,000	1,014	4,140	-,091	-,186
Y4	3,000	5,000	,994	4,057	-,222	-,454
X5	1,000	5,000	,269	1,096	,146	,298
X6	1,000	5,000	,336	1,372	,469	,956
X7	1,000	5,000	,480	1,958	1,643	3,353
Multivariate					132,172	22,278

Observation number	Mahalanobis d-squared	p1	p2
35	56,903	,000	,002
24	53,563	,000	,000
40	52,784	,000	,000
91	52,118	,000	,000
32	43,741	,002	,000
30	42,736	,002	,000
99	42,289	,003	,000
25	39,784	,005	,000
85	38,684	,007	,000
26	38,409	,008	,000
13	38,255	,008	,000
1	37,507	,010	,000
88	35,681	,017	,000
2	35,313	,018	,000
67	35,094	,020	,000
82	34,781	,021	,000



Observation number	Mahalanobis d-squared	p1	p2
12	34,090	,026	,000
38	33,272	,031	,000
28	32,857	,035	,000
73	32,280	,040	,000
41	31,493	,049	,000
34	30,389	,064	,000
22	29,987	,070	,000
95	29,112	,086	,000
6	29,069	,086	,000
27	28,385	,101	,000
69	28,203	,105	,000
98	27,301	,127	,000
33	24,678	,214	,045
19	24,142	,236	,086
89	23,047	,287	,337
23	22,930	,292	,305
53	22,846	,296	,263
11	22,792	,299	,215
18	22,387	,320	,292
92	21,705	,357	,511
84	20,966	,399	,756
9	20,964	,399	,688
78	20,924	,402	,630
93	20,620	,420	,691
43	20,201	,445	,792
70	20,091	,452	,772
68	19,785	,471	,824
90	19,141	,513	,940
81	19,117	,514	,917
31	18,797	,535	,946
7	18,791	,535	,921
42	18,763	,537	,894
39	18,545	,552	,909
21	18,106	,580	,958
100	17,328	,632	,995
86	17,265	,636	,993
80	15,608	,741	1,000



Observation number	Mahalanobis d-squared	p1	p2
49	15,471	,749	1,000
76	15,390	,754	1,000
97	15,390	,754	1,000
3	15,305	,759	1,000
29	15,119	,770	1,000
37	15,024	,775	1,000
8	14,829	,786	1,000
87	14,244	,818	1,000
20	14,134	,824	1,000
36	14,095	,826	1,000
14	13,448	,857	1,000
96	13,079	,874	1,000
63	13,006	,877	1,000
10	12,628	,893	1,000
83	12,024	,915	1,000
65	11,994	,916	1,000
75	11,841	,921	1,000
54	11,696	,926	1,000
64	11,366	,936	1,000
72	11,046	,945	1,000
51	10,497	,958	1,000
52	10,233	,964	1,000
79	10,059	,967	1,000
77	9,983	,968	1,000
44	9,877	,970	1,000
17	9,747	,973	1,000
55	9,544	,976	1,000
45	8,376	,989	1,000
94	7,893	,993	1,000
16	7,749	,993	1,000
50	7,591	,994	1,000
56	7,380	,995	1,000
15	6,670	,998	1,000
71	6,224	,999	1,000
4	6,135	,999	1,000
47	6,135	,999	1,000
61	6,135	,999	1,000

Observation number	Mahalanobis d-squared	p1	p2
59	5,624	,999	1,000
57	5,282	1,000	1,000
66	5,214	1,000	1,000
48	3,809	1,000	1,000
58	3,809	1,000	1,000
62	3,809	1,000	1,000
74	3,087	1,000	1,000
5	1,462	1,000	1,000
46	1,462	1,000	1,000
60	1,462	1,000	1,000

Number of distinct sample moments: 210  
Number of distinct parameters to be estimated: 47  
Degrees of freedom (210 - 47): 163

		Estimate	S.E.	C.R.	P	Label
Satisfaction	<--- Price	,456	,131	3,480	***	
Satisfaction	<--- Promotion	,554	,138	4,014	***	
Satisfaction	<--- E_Service	,148	,090	1,652	,099	
Loyalty	<--- Satisfaction	,544	,103	5,271	***	
X7	<--- Promotion	1,000				
X6	<--- Promotion	,735	,142	5,187	***	
X5	<--- Promotion	,877	,148	5,923	***	
Y4	<--- Loyalty	1,000				
Y5	<--- Loyalty	1,609	,255	6,310	***	
Y6	<--- Loyalty	1,254	,223	5,615	***	
Y7	<--- Loyalty	1,020	,228	4,476	***	
Y8	<--- Loyalty	1,253	,239	5,252	***	
X1	<--- Price	1,000				
X2	<--- Price	,830	,186	4,466	***	
X3	<--- Price	1,261	,209	6,043	***	
X4	<--- Price	1,082	,198	5,455	***	
X12	<--- E_Service	1,000				
X11	<--- E_Service	1,091	,111	9,858	***	



			Estimate	S.E.	C.R.	P	Label
X10	<---	E_Service	,793	,121	6,560	***	
X9	<---	E_Service	,756	,120	6,309	***	
X8	<---	E_Service	,696	,118	5,908	***	
Y1	<---	Satisfaction	1,000				
Y2	<---	Satisfaction	,771	,109	7,053	***	
Y3	<---	Satisfaction	,752	,131	5,717	***	

			Estimate
Satisfaction	<---	Price	,426
Satisfaction	<---	Promotion	,555
Satisfaction	<---	E_Service	,156
Loyalty	<---	Satisfaction	,818
X7	<---	Promotion	,797
X6	<---	Promotion	,567
X5	<---	Promotion	,648
Y4	<---	Loyalty	,594
Y5	<---	Loyalty	,898
Y6	<---	Loyalty	,724
Y7	<---	Loyalty	,533
Y8	<---	Loyalty	,658
X1	<---	Price	,674
X2	<---	Price	,523
X3	<---	Price	,766
X4	<---	Price	,662
X12	<---	E_Service	,823
X11	<---	E_Service	,899
X10	<---	E_Service	,631
X9	<---	E_Service	,611
X8	<---	E_Service	,578
Y1	<---	Satisfaction	,782
Y2	<---	Satisfaction	,695
Y3	<---	Satisfaction	,577

			Estimate	S.E.	C.R.	P	Label
Promotion	<-->	Price	,188	,054	3,498	***	
Price	<-->	E_Service	,158	,050	3,142	,002	

	Estimate	S.E.	C.R.	P	Label
Promotion <--> E_Service	,192	,053	3,596	***	

	Estimate
Promotion <--> Price	,561
Price <--> E_Service	,446
Promotion <--> E_Service	,508

	Estimate	S.E.	C.R.	P	Label
Promotion	,360	,085	4,213	***	
Price	,313	,091	3,453	***	
E_Service	,399	,083	4,781	***	
d1	,026	,026	1,022	,307	
d2	,053	,020	2,664	,008	
e7	,206	,050	4,087	***	
e6	,411	,065	6,294	***	
e5	,383	,065	5,883	***	
e16	,291	,044	6,564	***	
e17	,098	,029	3,399	***	
e18	,226	,037	6,041	***	
e19	,416	,062	6,695	***	
e20	,326	,051	6,365	***	
e1	,376	,066	5,705	***	
e2	,572	,089	6,445	***	
e3	,350	,074	4,742	***	
e4	,470	,081	5,793	***	
e12	,190	,038	5,037	***	
e11	,113	,034	3,372	***	
e10	,378	,058	6,469	***	
e9	,382	,059	6,528	***	
e8	,384	,058	6,610	***	
e13	,228	,041	5,590	***	
e14	,228	,037	6,212	***	
e15	,406	,061	6,606	***	

	E_Service	Price	Promotion	Satisfaction	Loyalty
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	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,148	,456	,554	,000	,000
Loyalty	,081	,248	,301	,544	,000
Y3	,112	,343	,416	,752	,000
Y2	,114	,352	,427	,771	,000
Y1	,148	,456	,554	1,000	,000
X8	,696	,000	,000	,000	,000
X9	,756	,000	,000	,000	,000
X10	,793	,000	,000	,000	,000
X11	1,091	,000	,000	,000	,000
X12	1,000	,000	,000	,000	,000
X4	,000	1,082	,000	,000	,000
X3	,000	1,261	,000	,000	,000
X2	,000	,830	,000	,000	,000
X1	,000	1,000	,000	,000	,000
Y8	,101	,311	,377	,681	1,253
Y7	,082	,253	,307	,555	1,020
Y6	,101	,311	,378	,682	1,254
Y5	,130	,399	,485	,875	1,609
Y4	,081	,248	,301	,544	1,000
X5	,000	,000	,877	,000	,000
X6	,000	,000	,735	,000	,000
X7	,000	,000	1,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,156	,426	,555	,000	,000
Loyalty	,128	,348	,454	,818	,000
Y3	,090	,246	,320	,577	,000
Y2	,109	,296	,386	,695	,000
Y1	,122	,333	,434	,782	,000
X8	,578	,000	,000	,000	,000
X9	,611	,000	,000	,000	,000
X10	,631	,000	,000	,000	,000
X11	,899	,000	,000	,000	,000
X12	,823	,000	,000	,000	,000
X4	,000	,662	,000	,000	,000
X3	,000	,766	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
X2	,000	,523	,000	,000	,000
X1	,000	,674	,000	,000	,000
Y8	,084	,229	,298	,538	,658
Y7	,068	,186	,242	,436	,533
Y6	,093	,252	,329	,592	,724
Y5	,115	,313	,408	,734	,898
Y4	,076	,207	,269	,485	,594
X5	,000	,000	,648	,000	,000
X6	,000	,000	,567	,000	,000
X7	,000	,000	,797	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,148	,456	,554	,000	,000
Loyalty	,000	,000	,000	,544	,000
Y3	,000	,000	,000	,752	,000
Y2	,000	,000	,000	,771	,000
Y1	,000	,000	,000	1,000	,000
X8	,696	,000	,000	,000	,000
X9	,756	,000	,000	,000	,000
X10	,793	,000	,000	,000	,000
X11	1,091	,000	,000	,000	,000
X12	1,000	,000	,000	,000	,000
X4	,000	1,082	,000	,000	,000
X3	,000	1,261	,000	,000	,000
X2	,000	,830	,000	,000	,000
X1	,000	1,000	,000	,000	,000
Y8	,000	,000	,000	,000	1,253
Y7	,000	,000	,000	,000	1,020
Y6	,000	,000	,000	,000	1,254
Y5	,000	,000	,000	,000	1,609
Y4	,000	,000	,000	,000	1,000
X5	,000	,000	,877	,000	,000
X6	,000	,000	,735	,000	,000
X7	,000	,000	1,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
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	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,156	,426	,555	,000	,000
Loyalty	,000	,000	,000	,818	,000
Y3	,000	,000	,000	,577	,000
Y2	,000	,000	,000	,695	,000
Y1	,000	,000	,000	,782	,000
X8	,578	,000	,000	,000	,000
X9	,611	,000	,000	,000	,000
X10	,631	,000	,000	,000	,000
X11	,899	,000	,000	,000	,000
X12	,823	,000	,000	,000	,000
X4	,000	,662	,000	,000	,000
X3	,000	,766	,000	,000	,000
X2	,000	,523	,000	,000	,000
X1	,000	,674	,000	,000	,000
Y8	,000	,000	,000	,000	,658
Y7	,000	,000	,000	,000	,533
Y6	,000	,000	,000	,000	,724
Y5	,000	,000	,000	,000	,898
Y4	,000	,000	,000	,000	,594
X5	,000	,000	,648	,000	,000
X6	,000	,000	,567	,000	,000
X7	,000	,000	,797	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	,081	,248	,301	,000	,000
Y3	,112	,343	,416	,000	,000
Y2	,114	,352	,427	,000	,000
Y1	,148	,456	,554	,000	,000
X8	,000	,000	,000	,000	,000
X9	,000	,000	,000	,000	,000
X10	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X4	,000	,000	,000	,000	,000
X3	,000	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
X2	,000	,000	,000	,000	,000
X1	,000	,000	,000	,000	,000
Y8	,101	,311	,377	,681	,000
Y7	,082	,253	,307	,555	,000
Y6	,101	,311	,378	,682	,000
Y5	,130	,399	,485	,875	,000
Y4	,081	,248	,301	,544	,000
X5	,000	,000	,000	,000	,000
X6	,000	,000	,000	,000	,000
X7	,000	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	,128	,348	,454	,000	,000
Y3	,090	,246	,320	,000	,000
Y2	,109	,296	,386	,000	,000
Y1	,122	,333	,434	,000	,000
X8	,000	,000	,000	,000	,000
X9	,000	,000	,000	,000	,000
X10	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X4	,000	,000	,000	,000	,000
X3	,000	,000	,000	,000	,000
X2	,000	,000	,000	,000	,000
X1	,000	,000	,000	,000	,000
Y8	,084	,229	,298	,538	,000
Y7	,068	,186	,242	,436	,000
Y6	,093	,252	,329	,592	,000
Y5	,115	,313	,408	,734	,000
Y4	,076	,207	,269	,485	,000
X5	,000	,000	,000	,000	,000
X6	,000	,000	,000	,000	,000
X7	,000	,000	,000	,000	,000

M.I. Par Change
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		M.I.	Par Change
e14 <-->	Price	4,616	,061
e8 <-->	e15	7,195	-,112
e9 <-->	e8	10,336	,131
e10 <-->	Promotion	4,292	-,077
e10 <-->	e8	4,074	,082
e4 <-->	e14	5,897	-,091
e4 <-->	e9	5,456	-,111
e3 <-->	e14	4,710	,075
e2 <-->	E_Service	4,637	-,100
e1 <-->	Price	4,484	-,076
e1 <-->	Promotion	4,671	,084
e7 <-->	d2	8,555	,047

	M.I.	Par Change
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		M.I.	Par Change
X8 <--->	X9	6,091	,202
X9 <--->	X8	6,540	,216
X11 <--->	Y7	4,329	-,123
X4 <--->	Y2	4,103	-,226
X4 <--->	X9	4,381	-,199
X2 <--->	E_Service	4,481	-,279
X2 <--->	X11	4,163	-,210
X2 <--->	X12	6,868	-,269
X1 <--->	E_Service	5,824	,270
X1 <--->	Promotion	5,265	,282
X1 <--->	Y2	4,337	,209
X1 <--->	X11	6,580	,224
X1 <--->	X5	6,806	,215

Iterati on		Negative eigenval ues	Condi tion #	Smallest eigenval ue	Diamet er	F	NTri es	Ratio
0	e	11		-,556	9999,0 00	964,0 22	0	9999,0 00
1	e	6		-,152	3,279	470,3	20	,396

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTrises	Ratio
	*				18		
2	e	2	-,089	1,087	294,310	5	,824
3	e	0	276,864	,789	223,527	5	,810
4	e	0	113,076	,550	201,122	3	,000
5	e	0	86,978	,570	184,615	1	1,107
6	e	0	145,164	,264	182,609	1	1,112
7	e	0	192,976	,092	182,488	1	1,067
8	e	0	203,142	,015	182,486	1	1,014
9	e	0	199,699	,000	182,486	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	47	182,486	163	,141	1,120
Saturated model	210	,000	0		
Independence model	20	952,663	190	,000	5,014

Model	RMR	GFI	AGFI	PGFI
Default model	,044	,848	,804	,658
Saturated model	,000	1,000		
Independence model	,198	,303	,229	,274

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,808	,777	,975	,970	,974
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000



Model	PRATIO	PNFI	PCFI
Default model	,858	,694	,836
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

Model	NCP	LO 90	HI 90
Default model	19,486	,000	56,749
Saturated model	,000	,000	,000
Independence model	762,663	670,040	862,798

Model	FMIN	F0	LO 90	HI 90
Default model	1,843	,197	,000	,573
Saturated model	,000	,000	,000	,000
Independence model	9,623	7,704	6,768	8,715

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,035	,000	,059	,827
Independence model	,201	,189	,214	,000

Model	AIC	BCC	BIC	CAIC
Default model	276,486	301,794	398,929	445,929
Saturated model	420,000	533,077	967,086	1177,086
Independence model	992,663	1003,433	1044,767	1064,767

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,793	2,596	3,169	3,048
Saturated model	4,242	4,242	4,242	5,385
Independence model	10,027	9,091	11,038	10,136

Model	HOELTER .05	HOELTER .01
Default model	106	113
Independence model	24	25

Minimization: ,036  
Miscellaneous: 1,342  
Bootstrap: ,000  
Total: 1,378

**Your model contains the following variables (Group number 1)**

Observed, endogenous variables

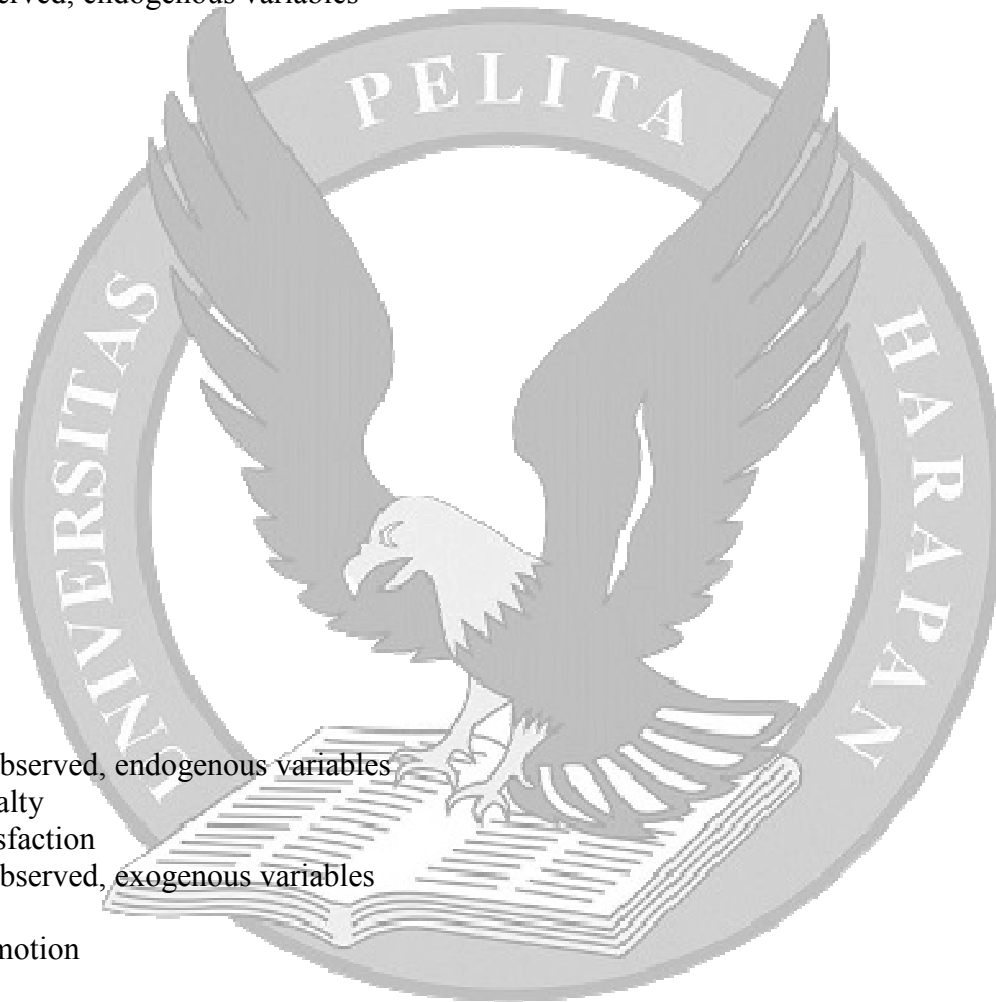
X7  
X6  
X5  
Y4  
Y5  
Y6  
Y7  
Y8  
X1  
X2  
X3  
X4  
X12  
X11  
X10  
X9  
X8  
Y1  
Y2  
Y3

Unobserved, endogenous variables

Loyalty  
Satisfaction

Unobserved, exogenous variables

d1  
Promotion  
e7  
e6  
e5  
e16  
e17  
e18  
e19  
e20



d2  
 Price  
 e1  
 e2  
 e3  
 e4  
 E\_Service  
 e12  
 e11  
 e10  
 e9  
 e8  
 e13  
 e14  
 e15

Variable counts (Group number 1)

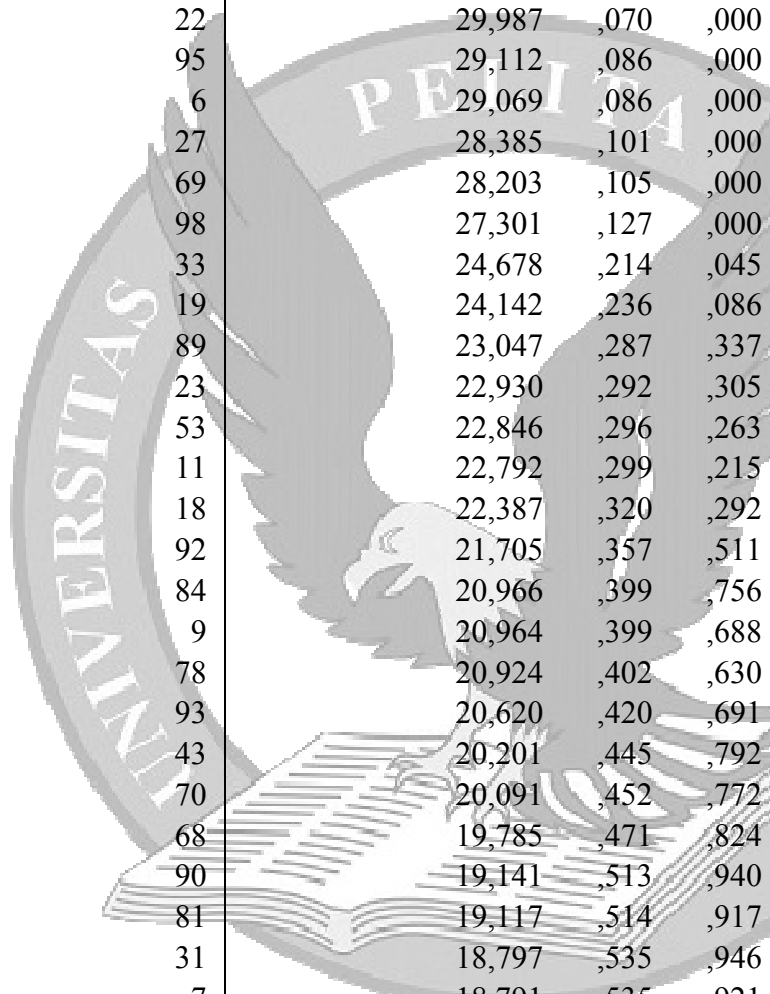
Number of variables in your model: 47  
 Number of observed variables: 20  
 Number of unobserved variables: 27  
 Number of exogenous variables: 25  
 Number of endogenous variables: 22

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	27	0	0	0	0	27
Labeled	0	0	0	0	0	0
Unlabeled	19	3	25	0	0	47
Total	46	3	25	0	0	74

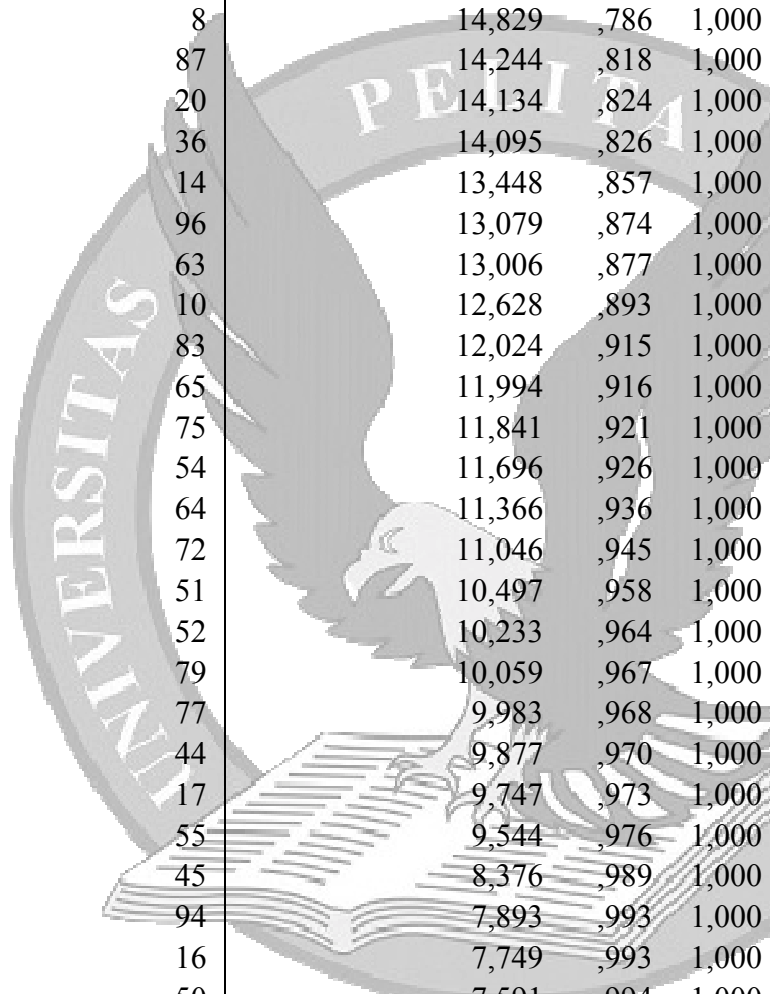
Variable	min	max	skew	c.r.	kurtosis	c.r.
Y3	1,000	5,000	,512	2,091	,338	,690
Y2	2,000	5,000	1,149	4,691	,393	,801
Y1	1,000	5,000	,403	1,643	,441	,900

Variable	min	max	skew	c.r.	kurtosis	c.r.
X8	1,000	5,000	,758	3,094	,983	2,006
X9	2,000	5,000	,849	3,464	-,457	-,933
X10	2,000	5,000	,553	2,258	-,340	-,693
X11	2,000	5,000	1,168	4,766	-,077	-,158
X12	2,000	5,000	,866	3,534	-,200	-,409
X4	1,000	5,000	,350	1,429	-,706	-1,441
X3	1,000	5,000	,237	,969	-,560	-1,143
X2	1,000	5,000	,692	2,826	,204	,417
X1	1,000	5,000	,758	3,093	,092	,187
Y8	2,000	5,000	,891	3,636	,167	,341
Y7	2,000	5,000	,313	1,279	-,171	-,349
Y6	2,000	5,000	,985	4,020	,432	,881
Y5	2,000	5,000	1,014	4,140	-,091	-,186
Y4	3,000	5,000	,994	4,057	-,222	-,454
X5	1,000	5,000	,269	1,096	,146	,298
X6	1,000	5,000	,336	1,372	,469	,956
X7	1,000	5,000	,480	1,958	1,643	3,353
Multivariate					132,172	22,278

Observation number	Mahalanobis d-squared	p1	p2
35	56,903	,000	,002
24	53,563	,000	,000
40	52,784	,000	,000
91	52,118	,000	,000
32	43,741	,002	,000
30	42,736	,002	,000
99	42,289	,003	,000
25	39,784	,005	,000
85	38,684	,007	,000
26	38,409	,008	,000
13	38,255	,008	,000
1	37,507	,010	,000
88	35,681	,017	,000
2	35,313	,018	,000
67	35,094	,020	,000
82	34,781	,021	,000



Observation number	Mahalanobis d-squared	p1	p2
12	34,090	,026	,000
38	33,272	,031	,000
28	32,857	,035	,000
73	32,280	,040	,000
41	31,493	,049	,000
34	30,389	,064	,000
22	29,987	,070	,000
95	29,112	,086	,000
6	29,069	,086	,000
27	28,385	,101	,000
69	28,203	,105	,000
98	27,301	,127	,000
33	24,678	,214	,045
19	24,142	,236	,086
89	23,047	,287	,337
23	22,930	,292	,305
53	22,846	,296	,263
11	22,792	,299	,215
18	22,387	,320	,292
92	21,705	,357	,511
84	20,966	,399	,756
9	20,964	,399	,688
78	20,924	,402	,630
93	20,620	,420	,691
43	20,201	,445	,792
70	20,091	,452	,772
68	19,785	,471	,824
90	19,141	,513	,940
81	19,117	,514	,917
31	18,797	,535	,946
7	18,791	,535	,921
42	18,763	,537	,894
39	18,545	,552	,909
21	18,106	,580	,958
100	17,328	,632	,995
86	17,265	,636	,993
80	15,608	,741	1,000



Observation number	Mahalanobis d-squared	p1	p2
49	15,471	,749	1,000
76	15,390	,754	1,000
97	15,390	,754	1,000
3	15,305	,759	1,000
29	15,119	,770	1,000
37	15,024	,775	1,000
8	14,829	,786	1,000
87	14,244	,818	1,000
20	14,134	,824	1,000
36	14,095	,826	1,000
14	13,448	,857	1,000
96	13,079	,874	1,000
63	13,006	,877	1,000
10	12,628	,893	1,000
83	12,024	,915	1,000
65	11,994	,916	1,000
75	11,841	,921	1,000
54	11,696	,926	1,000
64	11,366	,936	1,000
72	11,046	,945	1,000
51	10,497	,958	1,000
52	10,233	,964	1,000
79	10,059	,967	1,000
77	9,983	,968	1,000
44	9,877	,970	1,000
17	9,747	,973	1,000
55	9,544	,976	1,000
45	8,376	,989	1,000
94	7,893	,993	1,000
16	7,749	,993	1,000
50	7,591	,994	1,000
56	7,380	,995	1,000
15	6,670	,998	1,000
71	6,224	,999	1,000
4	6,135	,999	1,000
47	6,135	,999	1,000
61	6,135	,999	1,000

Observation number	Mahalanobis d-squared	p1	p2
59	5,624	,999	1,000
57	5,282	1,000	1,000
66	5,214	1,000	1,000
48	3,809	1,000	1,000
58	3,809	1,000	1,000
62	3,809	1,000	1,000
74	3,087	1,000	1,000
5	1,462	1,000	1,000
46	1,462	1,000	1,000
60	1,462	1,000	1,000

Number of distinct sample moments: 210  
Number of distinct parameters to be estimated: 47  
Degrees of freedom (210 - 47): 163

		Estimate	S.E.	C.R.	P	Label
Satisfaction	<--- Price	,456	,131	3,480	***	
Satisfaction	<--- Promotion	,554	,138	4,014	***	
Satisfaction	<--- E_Service	,148	,090	1,652	,099	
Loyalty	<--- Satisfaction	,544	,103	5,271	***	
X7	<--- Promotion	1,000				
X6	<--- Promotion	,735	,142	5,187	***	
X5	<--- Promotion	,877	,148	5,923	***	
Y4	<--- Loyalty	1,000				
Y5	<--- Loyalty	1,609	,255	6,310	***	
Y6	<--- Loyalty	1,254	,223	5,615	***	
Y7	<--- Loyalty	1,020	,228	4,476	***	
Y8	<--- Loyalty	1,253	,239	5,252	***	
X1	<--- Price	1,000				
X2	<--- Price	,830	,186	4,466	***	
X3	<--- Price	1,261	,209	6,043	***	
X4	<--- Price	1,082	,198	5,455	***	
X12	<--- E_Service	1,000				
X11	<--- E_Service	1,091	,111	9,858	***	
X10	<--- E_Service	,793	,121	6,560	***	
X9	<--- E_Service	,756	,120	6,309	***	

			Estimate	S.E.	C.R.	P	Label
X8	<---	E_Service	,696	,118	5,908	***	
Y1	<---	Satisfaction	1,000				
Y2	<---	Satisfaction	,771	,109	7,053	***	
Y3	<---	Satisfaction	,752	,131	5,717	***	

			Estimate
Satisfaction	<---	Price	,426
Satisfaction	<---	Promotion	,555
Satisfaction	<---	E_Service	,156
Loyalty	<---	Satisfaction	,818
X7	<---	Promotion	,797
X6	<---	Promotion	,567
X5	<---	Promotion	,648
Y4	<---	Loyalty	,594
Y5	<---	Loyalty	,898
Y6	<---	Loyalty	,724
Y7	<---	Loyalty	,533
Y8	<---	Loyalty	,658
X1	<---	Price	,674
X2	<---	Price	,523
X3	<---	Price	,766
X4	<---	Price	,662
X12	<---	E_Service	,823
X11	<---	E_Service	,899
X10	<---	E_Service	,631
X9	<---	E_Service	,611
X8	<---	E_Service	,578
Y1	<---	Satisfaction	,782
Y2	<---	Satisfaction	,695
Y3	<---	Satisfaction	,577

			Estimate	S.E.	C.R.	P	Label
Promotion	<-->	Price	,188	,054	3,498	***	
Price	<-->	E_Service	,158	,050	3,142	,002	
Promotion	<-->	E_Service	,192	,053	3,596	***	



	Estimate
Promotion <--> Price	,561
Price <--> E_Service	,446
Promotion <--> E_Service	,508

	Estimate	S.E.	C.R.	P	Label
Promotion	,360	,085	4,213	***	
Price	,313	,091	3,453	***	
E_Service	,399	,083	4,781	***	
d1	,026	,026	1,022	,307	
d2	,053	,020	2,664	,008	
e7	,206	,050	4,087	***	
e6	,411	,065	6,294	***	
e5	,383	,065	5,883	***	
e16	,291	,044	6,564	***	
e17	,098	,029	3,399	***	
e18	,226	,037	6,041	***	
e19	,416	,062	6,695	***	
e20	,326	,051	6,365	***	
e1	,376	,066	5,705	***	
e2	,572	,089	6,445	***	
e3	,350	,074	4,742	***	
e4	,470	,081	5,793	***	
e12	,190	,038	5,037	***	
e11	,113	,034	3,372	***	
e10	,378	,058	6,469	***	
e9	,382	,059	6,528	***	
e8	,384	,058	6,610	***	
e13	,228	,041	5,590	***	
e14	,228	,037	6,212	***	
e15	,406	,061	6,606	***	

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,148	,456	,554	,000	,000
Loyalty	,081	,248	,301	,544	,000
Y3	,112	,343	,416	,752	,000
Y2	,114	,352	,427	,771	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Y1	,148	,456	,554	1,000	,000
X8	,696	,000	,000	,000	,000
X9	,756	,000	,000	,000	,000
X10	,793	,000	,000	,000	,000
X11	1,091	,000	,000	,000	,000
X12	1,000	,000	,000	,000	,000
X4	,000	1,082	,000	,000	,000
X3	,000	1,261	,000	,000	,000
X2	,000	,830	,000	,000	,000
X1	,000	1,000	,000	,000	,000
Y8	,101	,311	,377	,681	1,253
Y7	,082	,253	,307	,555	1,020
Y6	,101	,311	,378	,682	1,254
Y5	,130	,399	,485	,875	1,609
Y4	,081	,248	,301	,544	1,000
X5	,000	,000	,877	,000	,000
X6	,000	,000	,735	,000	,000
X7	,000	,000	1,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,148	,456	,554	,000	,000
Loyalty	,000	,000	,000	,544	,000
Y3	,000	,000	,000	,752	,000
Y2	,000	,000	,000	,771	,000
Y1	,000	,000	,000	1,000	,000
X8	,696	,000	,000	,000	,000
X9	,756	,000	,000	,000	,000
X10	,793	,000	,000	,000	,000
X11	1,091	,000	,000	,000	,000
X12	1,000	,000	,000	,000	,000
X4	,000	1,082	,000	,000	,000
X3	,000	1,261	,000	,000	,000
X2	,000	,830	,000	,000	,000
X1	,000	1,000	,000	,000	,000
Y8	,000	,000	,000	,000	1,253
Y7	,000	,000	,000	,000	1,020

	E_Service	Price	Promotion	Satisfaction	Loyalty
Y6	,000	,000	,000	,000	1,254
Y5	,000	,000	,000	,000	1,609
Y4	,000	,000	,000	,000	1,000
X5	,000	,000	,877	,000	,000
X6	,000	,000	,735	,000	,000
X7	,000	,000	1,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,156	,426	,555	,000	,000
Loyalty	,000	,000	,000	,818	,000
Y3	,000	,000	,000	,577	,000
Y2	,000	,000	,000	,695	,000
Y1	,000	,000	,000	,782	,000
X8	,578	,000	,000	,000	,000
X9	,611	,000	,000	,000	,000
X10	,631	,000	,000	,000	,000
X11	,899	,000	,000	,000	,000
X12	,823	,000	,000	,000	,000
X4	,000	,662	,000	,000	,000
X3	,000	,766	,000	,000	,000
X2	,000	,523	,000	,000	,000
X1	,000	,674	,000	,000	,000
Y8	,000	,000	,000	,000	,658
Y7	,000	,000	,000	,000	,533
Y6	,000	,000	,000	,000	,724
Y5	,000	,000	,000	,000	,898
Y4	,000	,000	,000	,000	,594
X5	,000	,000	,648	,000	,000
X6	,000	,000	,567	,000	,000
X7	,000	,000	,797	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	,081	,248	,301	,000	,000
Y3	,112	,343	,416	,000	,000
Y2	,114	,352	,427	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Y1	,148	,456	,554	,000	,000
X8	,000	,000	,000	,000	,000
X9	,000	,000	,000	,000	,000
X10	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X4	,000	,000	,000	,000	,000
X3	,000	,000	,000	,000	,000
X2	,000	,000	,000	,000	,000
X1	,000	,000	,000	,000	,000
Y8	,101	,311	,377	,681	,000
Y7	,082	,253	,307	,555	,000
Y6	,101	,311	,378	,682	,000
Y5	,130	,399	,485	,875	,000
Y4	,081	,248	,301	,544	,000
X5	,000	,000	,000	,000	,000
X6	,000	,000	,000	,000	,000
X7	,000	,000	,000	,000	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	,128	,348	,454	,000	,000
Y3	,090	,246	,320	,000	,000
Y2	,109	,296	,386	,000	,000
Y1	,122	,333	,434	,000	,000
X8	,000	,000	,000	,000	,000
X9	,000	,000	,000	,000	,000
X10	,000	,000	,000	,000	,000
X11	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000
X4	,000	,000	,000	,000	,000
X3	,000	,000	,000	,000	,000
X2	,000	,000	,000	,000	,000
X1	,000	,000	,000	,000	,000
Y8	,084	,229	,298	,538	,000
Y7	,068	,186	,242	,436	,000

	E_Service	Price	Promotion	Satisfaction	Loyalty
Y6	,093	,252	,329	,592	,000
Y5	,115	,313	,408	,734	,000
Y4	,076	,207	,269	,485	,000
X5	,000	,000	,000	,000	,000
X6	,000	,000	,000	,000	,000
X7	,000	,000	,000	,000	,000

	M.I.	Par Change
e14 <--> Price	4,616	,061
e8 <--> e15	7,195	-,112
e9 <--> e8	10,336	,131
e10 <--> Promotion	4,292	-,077
e10 <--> e8	4,074	,082
e4 <--> e14	5,897	-,091
e4 <--> e9	5,456	-,111
e3 <--> e14	4,710	,075
e2 <--> E_Service	4,637	-,100
e1 <--> Price	4,484	-,076
e1 <--> Promotion	4,671	,084
e7 <--> d2	8,555	,047

	M.I.	Par Change
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	M.I.	Par Change
X8 <--- X9	6,091	,202
X9 <--- X8	6,540	,216
X11 <--- Y7	4,329	-,123
X4 <--- Y2	4,103	-,226
X4 <--- X9	4,381	-,199
X2 <--- E_Service	4,481	-,279
X2 <--- X11	4,163	-,210
X2 <--- X12	6,868	-,269
X1 <--- E_Service	5,824	,270
X1 <--- Promotion	5,265	,282
X1 <--- Y2	4,337	,209

	M.I.	Par Change
X1 <--- X11	6,580	,224
X1 <--- X5	6,806	,215

Iteration		Negative	Condition	Smallest	Diameter	F	NTries	Ratio
		eigenvalues	#	eigenvalue				
0	e	11		-0,556	9999	964,022	0	9999
1	e*	6		-0,152	3,279	470,318	20	0,396
2	e	2		-0,089	1,087	294,31	5	0,824
3	e	0	276,86		0,789	223,527	5	0,81
4	e	0	113,08		0,55	201,122	3	0
5	e	0	86,978		0,57	184,615	1	1,107
6	e	0	145,16		0,264	182,609	1	1,112
7	e	0	192,98		0,092	182,488	1	1,067
8	e	0	203,14		0,015	182,486	1	1,014
9	e	0	199,7		0	182,486	1	1

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,035	,000	,059	,827
Independence model	,201	,189	,214	,000

Model	AIC	BCC	BIC	CAIC
Default model	276,486	301,794	398,929	445,929
Saturated model	420,000	533,077	967,086	1177,086
Independence model	992,663	1003,433	1044,767	1064,767

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,793	2,596	3,169	3,048
Saturated model	4,242	4,242	4,242	5,385

Model	ECVI	LO 90	HI 90	MECVI
Independence model	10,027	9,091	11,038	10,136

Model	HOELTER	HOELTER
	.05	.01
Default model	106	113
Independence model	24	25

Minimization: ,036  
 Miscellaneous: 1,342  
 Bootstrap: ,000  
 Total: 1,378

