



LAMPIRAN

U N I V E R S I T A S
M E R C U B U A N A

Lampiran 1. Kuesioner

Berikut adalah Kuesioner untuk penelitian, mengetahui promosi dan harga product di supermarket.

Berilah tanda "✓" pada pilihan tiap sub-tema

Nama :

Jenis Kelamin: Laki-laki, Perempuan

Umur

- 18 – 25 Tahun
 26 – 45 Tahun
 46 – 65 Tahun
 65 Tahun

Pekerjaan

- Bekerja penuh
 Bekerja Paruh waktu (part time)
 Di rumah (keeping house)
 Siswa
 Pensiunan
 Tidak bekerja (Menganggur)

Pendidikan

- SD atau Kurang
 SMP
 SMA
 D1/D3
 S1/S2/S3
 Lainnya.....

Pengeluaran dalam 1 bulan untuk kebutuhan sehari-hari (susu)

- < 1.5 jt
 1.5 -2.5 Jt
 >2.5 jt

Tempat tinggal;

- Didalam kota/ pinggir kota besar,
 Kota kecil,
 Rural/desa

Berilah tanda silang "X" pada tiap nilai yang anda pilih (hanya satu pilihan) tiap sub variabelnya; Produk sehari-hari secara khusus adalah produk susu. (Milk product)

1	2	3	4	5	6	7
Sangat Tidak setuju	Tidak setuju	Agak tidak setuju	Netral	Agak Setuju	Setuju	sangat Setuju

Skala Materi: Harga dan Promosi

Pencarian Kupon

1. Saya memakai voucher diskon untuk membeli produk kebutuhan sehari-hari (susu).	1	2	3	4	5	6	7
2. Saya memanfaatkan nilai voucher diskon kecil untuk membeli produk kebutuhan sehari-hari (susu).	1	2	3	4	5	6	7
3. Saya mencari produk di mana saya mempunyai voucher diskonnya.	1	2	3	4	5	6	7
4. Sebelum membeli suatu produk, saya memeriksa apakah saya memiliki voucher diskonnya.	1	2	3	4	5	6	7
5. Saya mengumpulkan voucher diskon untuk produk kebutuhan sehari-hari (susu).	1	2	3	4	5	6	7
6. Manakala saya menerima voucher diskon, saya akan menyimpan untuk digunakan diwaktu akan datang.	1	2	3	4	5	6	7
7. Saya akan mempersiapkan voucher diskon sebelum pergi belanja produk kebutuhan sehari-hari (susu).	1	2	3	4	5	6	7

Mencari product kebutuhan sehari-hari (susu) yang secara khusus diiklankan

8. Saya mencari flyer mingguan yang dimasukan/disisipkan di dalam surat kabar untuk item produk kebutuhan sehari-hari (susu)	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

9. Saya memeriksa membaca koran yang khusus mengiklan produk kebutuhan sehari-hari (susu) .	1	2	3	4	5	6	7
10. Saya berbelanja khusus barang-barang yang diiklankan di supermarket.	1	2	3	4	5	6	7

Mencari promosi didalam toko

11. Saya mencari penawaran khusus di dalam toko (in-store) sebelum berbelanja produk kebutuhan sehari-hari (susu).	1	2	3	4	5	6	7
12. Saya mencari produk yang khusus tidak diiklankan tetapi ditawarkan oleh supermarket.	1	2	3	4	5	6	7
13. Saya mencari pajangan/display khusus di dalam supermarkets.	1	2	3	4	5	6	7

Kemudahan dalam penjualan

14. Jika suatu produk dijual, saya dapat alasan untuk membeli barang tersebut	1	2	3	4	5	6	7
15. Dibandingkan kebanyakan orang, saya lebih mungkin/suka untuk membeli merek yang khusus (brand yang bagus)	1	2	3	4	5	6	7

Membandingkan harga per satuan

16. Saya membandingkan harga per satuan antar ukuran kemasan yang berbeda.	1	2	3	4	5	6	7
17. Saya membandingkan harga per satuan antar brands (merek).	1	2	3	4	5	6	7
18. Saya memeriksa harga persatuan produk yang saya beli.	1	2	3	4	5	6	7
19. Sebelum membeli suatu produk, saya memeriksa harga.	1	2	3	4	5	6	7

Berpindah toko untuk menemukan harga paling rendah/terendah

20. Penghematan uang dengan menemukan harga yang murah pada umumnya sebanding dengan waktu dan usaha.	1	2	3	4	5	6	7
21. Saya berbelanja di lebih dari satu toko untuk menemukan harga murah.	1	2	3	4	5	6	7
22. Saya berbelanja produk kebutuhan sehari-hari (susu) di lebih dari satu toko untuk mendapatkan keuntungan dari harga murah.	1	2	3	4	5	6	7
23. Saya hampir selalu mengunjungi lebih dari satu supermarket untuk temukan harga rendah.	1	2	3	4	5	6	7
24. Saya pergi ke tempat yang berbeda untuk membandingkan harga.	1	2	3	4	5	6	7

Skala Materi: PTP (Perceived Time Pressure)/Tekanan Waktu

Tekanan waktu yang dirasakan

25. Saya merasa diri saya terdesak karena waktu pada saat saya berbelanja kebutuhan susu	1	2	3	4	5	6	7
26. Saya terburu-buru pada saat saya berbelanja kebutuhan susu	1	2	3	4	5	6	7
27. Saya memiliki waktu yang terbatas untuk berbelanja	1	2	3	4	5	6	7
28. Saya berusaha menyelesaikan belanja secepat mungkin karena saya mempunyai keperluan lain	1	2	3	4	5	6	7
29. Saya tidak memiliki cukup waktu untuk melengkapi belanja mingguan	1	2	3	4	5	6	7

Skala Materi : NFC (Need For Closure)

Kebutuhan akan Struktur

30. Saya merasa pola hidup yang teratur dengan waktunya yang teratur sesuai dengan sifat saya	1	2	3	4	5	6	7
31. Saya yakin keteraturan dan terorganisir merupakan karakteristik terpenting bagi setiap orang	1	2	3	4	5	6	7
32. Kehidupan pribadi saya biasanya berantakan dan tak teratur	1	2	3	4	5	6	7
33. Saya suka memiliki suatu tempat untuk segala sesuatu berada pada tempatnya	1	2	3	4	5	6	7

34. Saya menikmati pola hidup sehat dan teratur	1	2	3	4	5	6	7
---	---	---	---	---	---	---	---

Kebutuhan akan prediksi

35. Saya tidak suka situasi yang tidak jelas	1	2	3	4	5	6	7
36. Saya tidak suka masuk kedalam suatu situasi tanpa mengetahui apa yang saya harapkan/inginkan.	1	2	3	4	5	6	7
37. Saya tidak suka bersama-sama dengan orang yang mampu bereaksi secara spontan/takterduga Saya tidak menyukai situation yang tak dapat diramalkan/diduga	1	2	3	4	5	6	7
38. Saya tidak menyukai situation yang tak dapat diramalkan/diduga							
39. Saya suka mempunyai teman-teman yang tidak diduga	1	2	3	4	5	6	7

Kebutuhan akan penentuan keputusan

40. Manakala saya berbelanja, saya mempunyai kesulitan untuk memutuskan apa yang sebenarnya saya inginkan.	1	2	3	4	5	6	7
41. Ketika dihadapkan pada suatu masalah, saya biasanya mengamobil solusi terbaik dengan cepat	1	2	3	4	5	6	7
42. Saya biasanya membuat keputusan penting dengan cepat dan penuh keyakinan	1	2	3	4	5	6	7
43. Saya cenderung untuk menanguhkan membuat keputusan penting sampai saat-saat terakhir	1	2	3	4	5	6	7
44. Saya mendiskripsikan diri saya sebagai seseorang yang bimbang terhadap pengambilan keputusan.	1	2	3	4	5	6	7

Ketidak toleranan terhadap kerancuan

45. Saya tidak menyukai pernyataan seseorang yang tidak jelas kepada saya	1	2	3	4	5	6	7
46. Saya tidak menyukai pernyataan seseorang yang memiliki banyak arti	1	2	3	4	5	6	7
47. Saya ingin segera tahu apa yang dimaksud seseorang	1	2	3	4	5	6	7
48. Saya merasa tidak nyaman manakala niat atau maksud seseorang tidak jelas kepada saya	1	2	3	4	5	6	7
49. Saya ingin segera tahu mengapa seseorang mengambil keputusan tertentu	1	2	3	4	5	6	7

Keterbatasan wawasan

50. Bahkan setelah saya membuat keputusan atas sesuatu hal saya selalu mempertimbangkan pendapat lain yang berbeda	1	2	3	4	5	6	7
51. Saat memikirkan masalah saya mempertimbangkan sebanyak mungkin pendapat yang berbeda atas masalah tersebut	1	2	3	4	5	6	7
52. Saya selalu melihat banyak solusi yang memungkinkan terhadap masalah yang saya hadapi.	1	2	3	4	5	6	7
53. Saya biasanya mengkonsultasikan pendapat yang beda sebelum membentuk pandangan saya sendiri	1	2	3	4	5	6	7
54. Saya berpegang pada pendapat saya walaupun orang lain datang dengan argumen yang masuk akal.	1	2	3	4	5	6	7

- Terimakasih -

Lampiran 2. Analisa Deskriptif

Analisa Deskriptif

Statistics

		JK	UMUR	PEKERJAAN	PENDIDIKAN	PENGELUARAN	T4 TINGGAL
N	Valid	162	162	162	162	162	162
	Missing	0	0	0	0	0	0
Mean		1,80	1,97	1,80	4,06	1,73	1,19
Std. Error of Mean		,031	,049	,097	,069	,062	,039
Median		2,00	2,00	1,00	4,00	2,00	1,00
Mode		2	2	1	5	1	1
Std. Deviation		,399	,625	1,237	,872	,794	,493
Variance		,159	,390	1,530	,761	,631	,243
Skewness		-1,534	,485	1,612	-,222	,513	2,601
Std. Error of Skewness		,191	,191	,191	,191	,191	,191
Kurtosis		,356	1,215	2,097	-1,387	-1,232	5,961
Std. Error of Kurtosis		,379	,379	,379	,379	,379	,379
Range		1	3	5	3	2	2
Minimum		1	1	1	2	1	1
Maximum		2	4	6	5	3	3
Sum		292	319	291	657	281	193
Percentiles	25	2,00	2,00	1,00	3,00	1,00	1,00
	50	2,00	2,00	1,00	4,00	2,00	1,00
	75	2,00	2,00	3,00	5,00	2,00	1,00

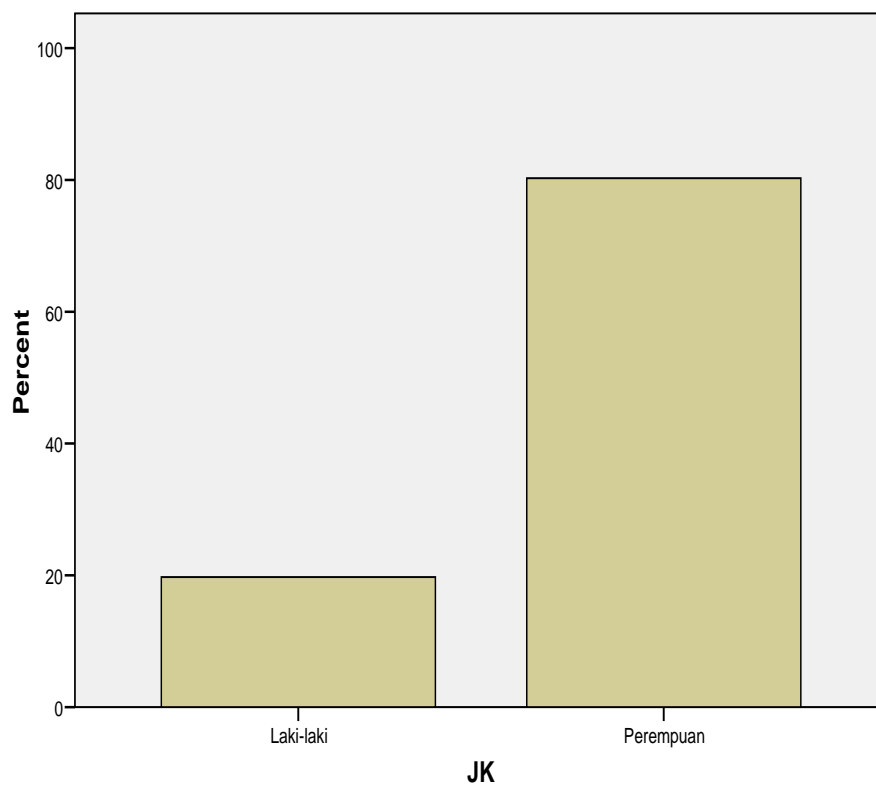
Frequency Table

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	32	19,8	19,8	19,8
	Perempuan	130	80,2	80,2	100,0
Total		162	100,0	100,0	

MERCU BUANA

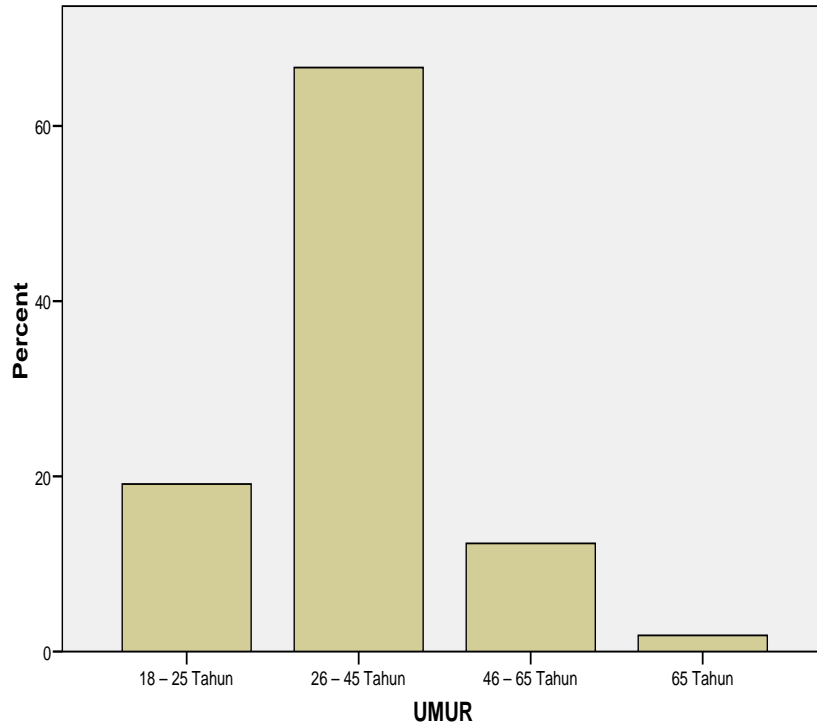
JK



UMUR

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 – 25 Tahun	31	19,1	19,1	19,1
26 – 45 Tahun	108	66,7	66,7	85,8
46 – 65 Tahun	20	12,3	12,3	98,1
65 Tahun	3	1,9	1,9	100,0
Total	162	100,0	100,0	

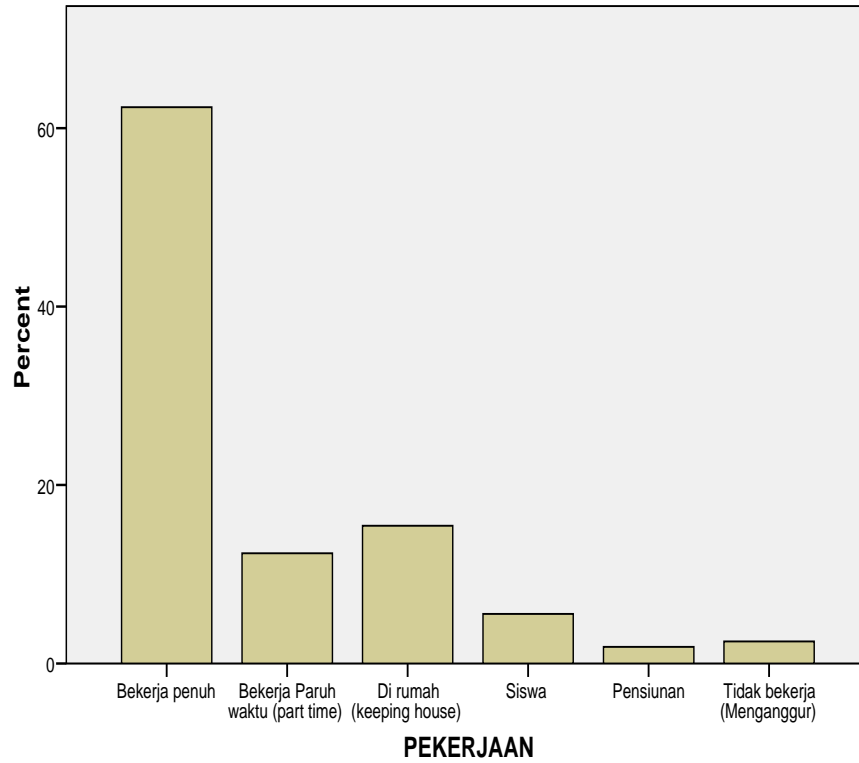
UMUR



PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bekerja penuh	101	62,3	62,3	62,3
	Bekerja Paruh waktu (part time)	20	12,3	12,3	74,7
	Di rumah (keeping house)	25	15,4	15,4	90,1
	Siswa	9	5,6	5,6	95,7
	Pensiunan	3	1,9	1,9	97,5
	Tidak bekerja (Menganggur)	4	2,5	2,5	100,0
	Total	162	100,0	100,0	

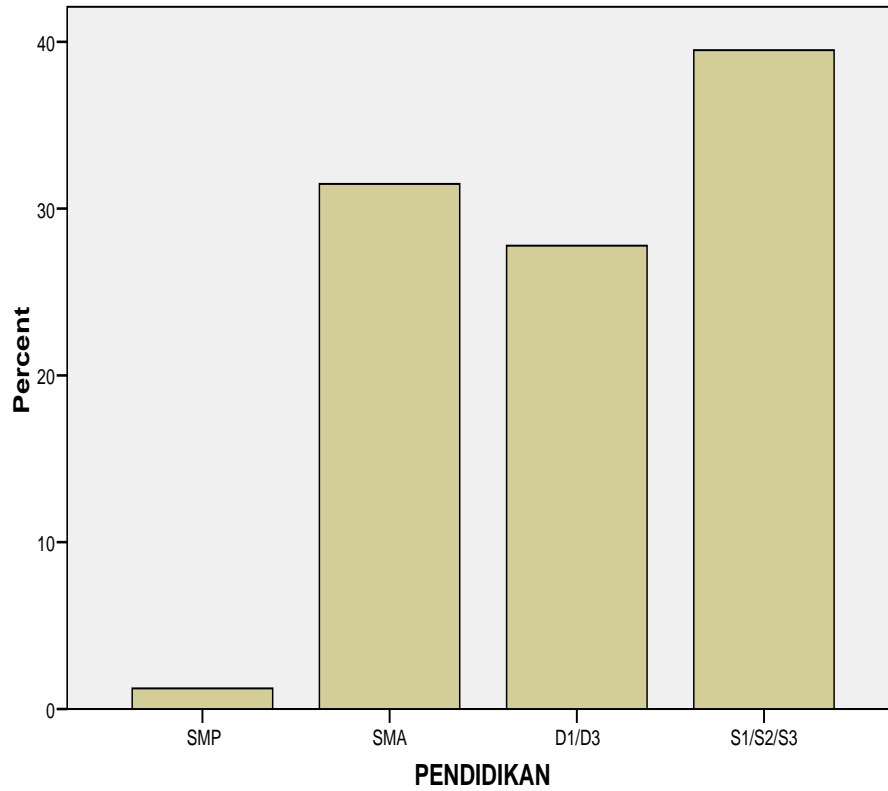
PEKERJAAN



PENDIDIKAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	2	1,2	1,2	1,2
SMA	51	31,5	31,5	32,7
D1/D3	45	27,8	27,8	60,5
S1/S2/S3	64	39,5	39,5	100,0
Total	162	100,0	100,0	

PENDIDIKAN

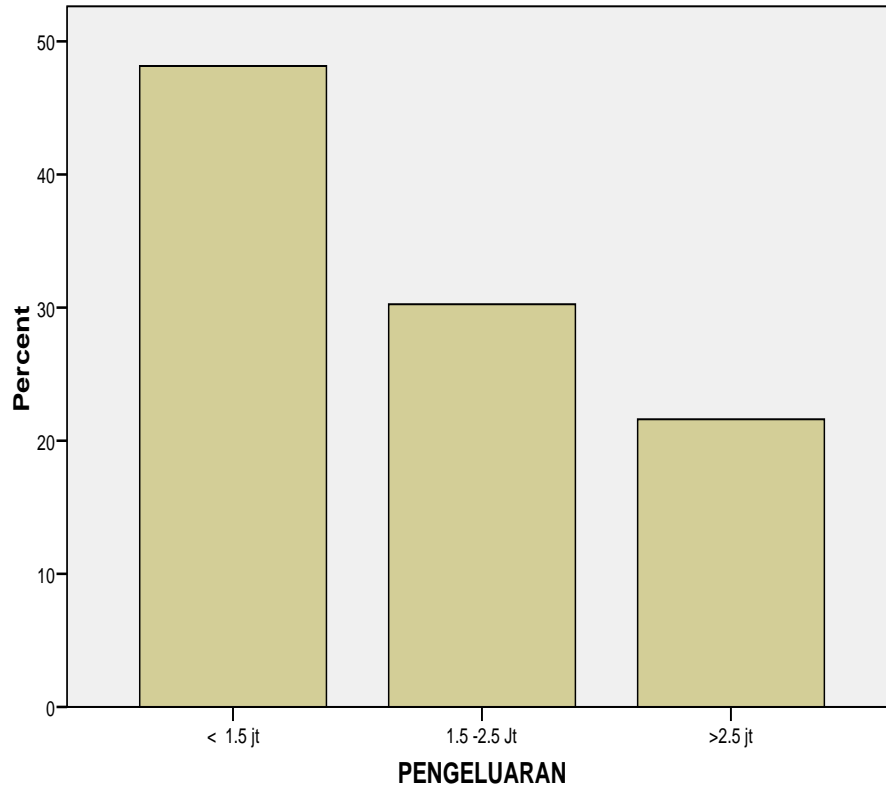


UNIVERSITAS

PENGELUARAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1.5 jt	78	48,1	48,1	48,1
1.5 -2.5 Jt	49	30,2	30,2	78,4
>2.5 jt	35	21,6	21,6	100,0
Total	162	100,0	100,0	

PENGELUARAN

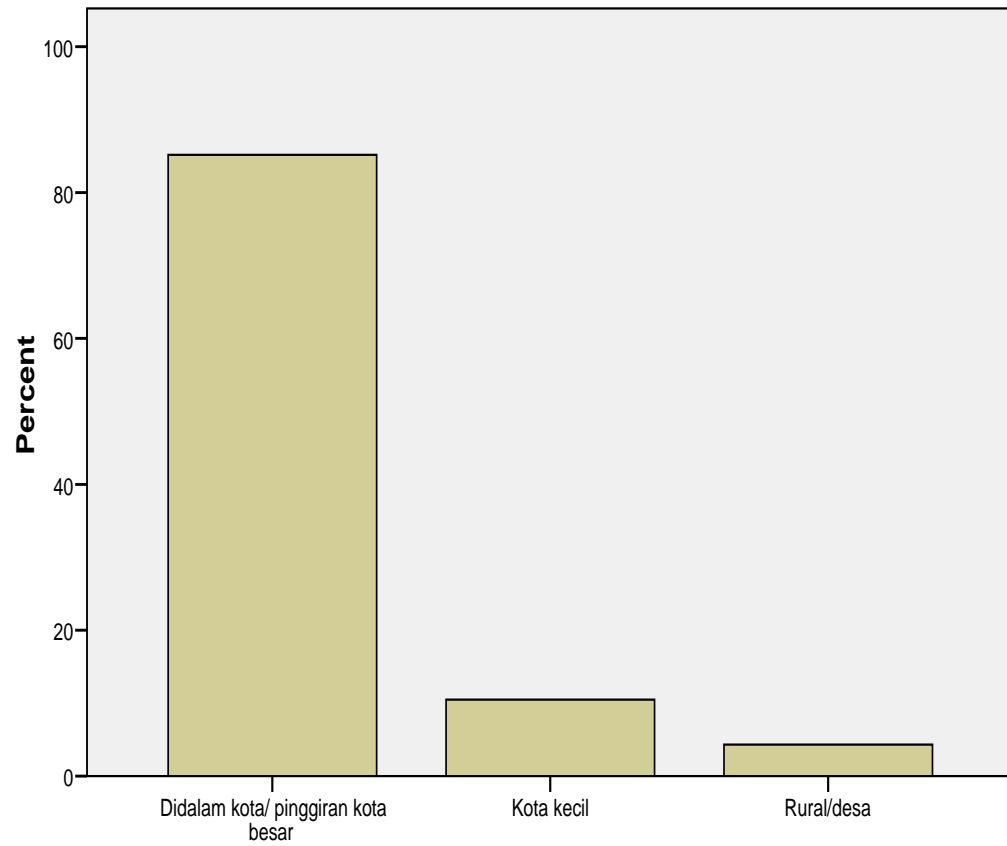


UNIVERSITAS

T4 TINGGAL

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Didalam kota/ pinggiran kota besar	138	85,2	85,2	85,2
Kota kecil	17	10,5	10,5	95,7
Rural/desa	7	4,3	4,3	100,0
Total	162	100,0	100,0	

T4 TINGGAL



T4 TINGGAL

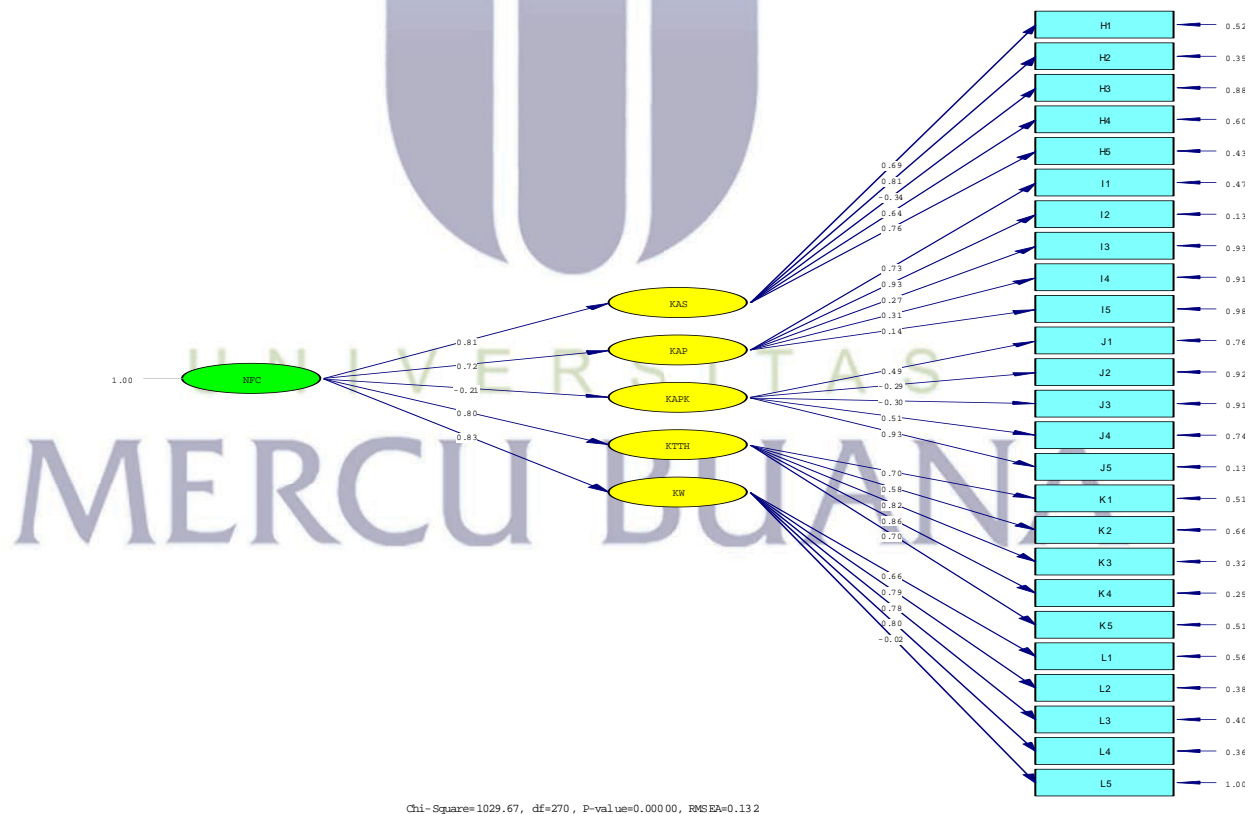
MERCU BUANA

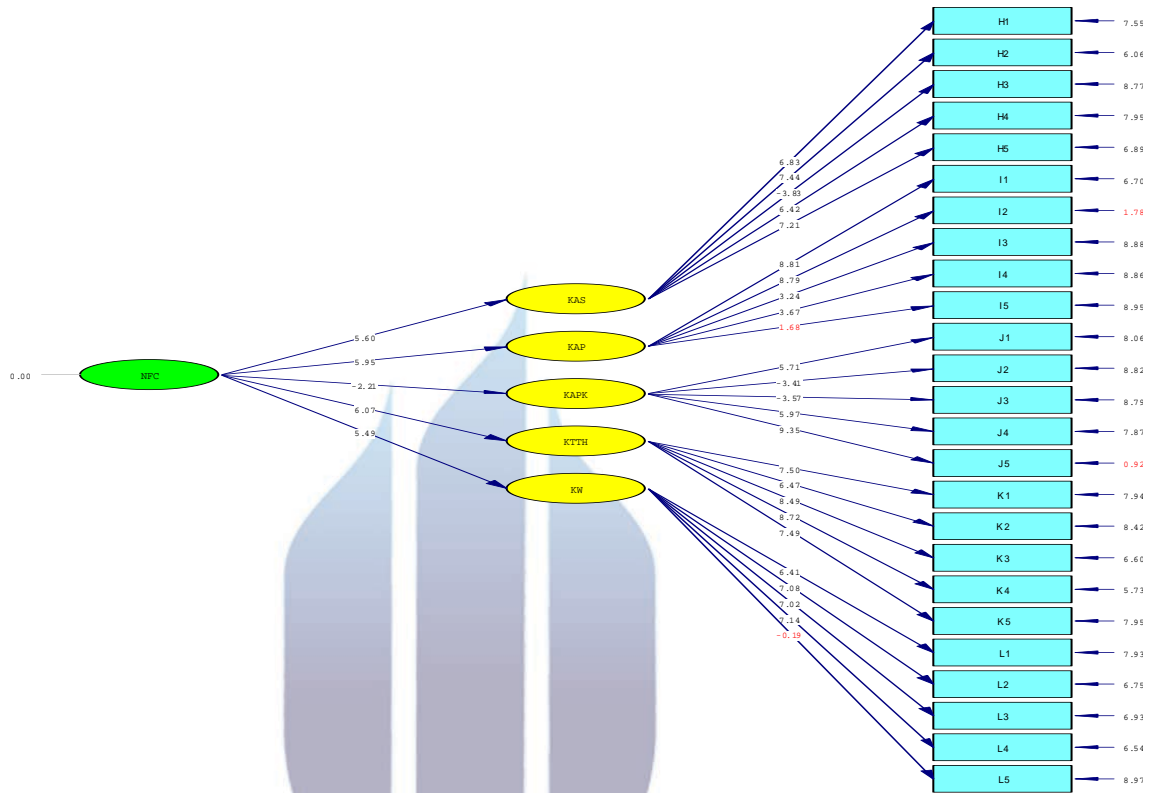
Lampiran 3. Analisa Kuantitatif (*Secondary Order Confirmatory Factor Analysis-NFC*)

Secondary Order Confirmatory Factor Analysis-NFC

Measure	Jumlah item Original	Jumlah item Final	Standardized (min-max)	Composite Reliability
Kebutuhan akan Struktur	5	5	-0.34 - 0.81	0.77
Kebutuhan akan prediksi	5	4	0.14 - 0.93	0.62
Kebutuhan akan penentuan keputusan	5	5	-0.30 - 0.93	0.34
Ketidak toleranan terhadap kerancuan	5	5	0.58 - 0.86	0.86
Keterbatasan wawasan	5	4	-0.02 - 0.80	0.77

Parths	Loading	t	Error Variance	R^2
Kebutuhan akan Struktur-NFC	0.81	5.60	0.34	0.66
Kebutuhan akan prediksi-NFC	0.72	5.95	0.48	0.52
Kebutuhan akan penentuan keputusan-NFC	-0.21	-2.21	0.96	0.043
Ketidak toleranan terhadap kerancuan-NFC	0.80	6.07	0.37	0.63
Keterbatasan wawasan-NFC	0.83	5.49	0.31	0.69





Chi-Square=1029.67, df=270, P-value=0.00000, RMSEA=0.132

LISREL Estimates (Maximum Likelihood)

$$H1 = 0.69 * KAS, \text{ Errorvar.} = 0.52, R^2 = 0.48$$

(0.10) (0.069)
6.83 7.55

$$H2 = 0.81 * KAS, \text{ Errorvar.} = 0.35, R^2 = 0.65$$

(0.11) (0.057)
7.44 6.06

$$H3 = -0.34 * KAS, \text{ Errorvar.} = 0.88, R^2 = 0.12$$

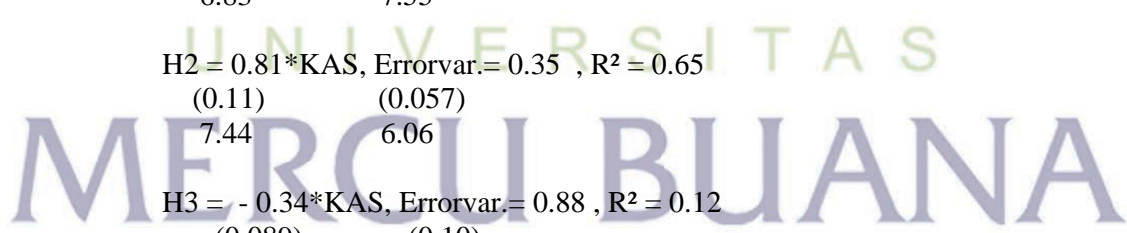
(0.089) (0.10)
-3.83 8.77

$$H4 = 0.64 * KAS, \text{ Errorvar.} = 0.60, R^2 = 0.40$$

(0.099) (0.075)
6.42 7.95

$$H5 = 0.76 * KAS, \text{ Errorvar.} = 0.43, R^2 = 0.57$$

(0.11) (0.062)
7.21 6.89



I1 = 0.73*KAP, Errorvar.= 0.47 , R² = 0.53
(0.083) (0.070)
8.81 6.70

I2 = 0.93*KAP, Errorvar.= 0.13 , R² = 0.87
(0.11) (0.075)
8.79 1.78

I3 = 0.27*KAP, Errorvar.= 0.93 , R² = 0.073
(0.083) (0.10)
3.24 8.88

I4 = 0.31*KAP, Errorvar.= 0.91 , R² = 0.093
(0.083) (0.10)
3.67 8.86

I5 = 0.14*KAP, Errorvar.= 0.98 , R² = 0.020
(0.083) (0.11)
1.68 8.95

J1 = 0.49*KAPK, Errorvar.= 0.76 , R² = 0.24
(0.085) (0.095)
5.71 8.06

J2 = - 0.29*KAPK, Errorvar.= 0.92 , R² = 0.082
(0.084) (0.10)
-3.41 8.82

J3 = - 0.30*KAPK, Errorvar.= 0.91 , R² = 0.090
(0.084) (0.10)
-3.57 8.79

J4 = 0.51*KAPK, Errorvar.= 0.74 , R² = 0.26
(0.085) (0.094)
5.97 7.87

J5 = 0.93*KAPK, Errorvar.= 0.13 , R² = 0.87
(0.100) (0.14)
9.35 0.92

K1 = 0.70*KTTH, Errorvar.= 0.51 , R² = 0.49
(0.093) (0.065)
7.50 7.94

K2 = 0.58*KTTH, Errorvar.= 0.66 , R² = 0.34
(0.090) (0.078)



6.47 8.42

K3 = 0.82*KTTH, Errorvar.= 0.32 , R² = 0.68
(0.097) (0.049)
8.49 6.60

K4 = 0.86*KTTH, Errorvar.= 0.25 , R² = 0.75
(0.099) (0.044)
8.72 5.73

K5 = 0.70*KTTH, Errorvar.= 0.51 , R² = 0.49
(0.093) (0.065)
7.49 7.95

L1 = 0.66*KW, Errorvar.= 0.56 , R² = 0.44
(0.10) (0.070)
6.41 7.93

L2 = 0.79*KW, Errorvar.= 0.38 , R² = 0.62
(0.11) (0.056)
7.08 6.75

L3 = 0.78*KW, Errorvar.= 0.40 , R² = 0.60
(0.11) (0.057)
7.02 6.93

L4 = 0.80*KW, Errorvar.= 0.36 , R² = 0.64
(0.11) (0.054)
7.14 6.54

L5 = - 0.016*KW, Errorvar.= 1.00 , R² = 0.00026
(0.084) (0.11)
-0.19 8.97

KAS = 0.81*NFC, Errorvar.= 0.34, R² = 0.66
(0.14)
5.60

KAP = 0.72*NFC, Errorvar.= 0.48, R² = 0.52
(0.12)
5.95

KAPK = - 0.21*NFC, Errorvar.= 0.96, R² = 0.043
(0.094)
-2.21

UNIVERSITAS
MERCU BUANA

KTTH = 0.80*NFC, Errorvar.= 0.37, R² = 0.63
 (0.13)
 6.07

KW = 0.83*NFC, Errorvar.= 0.31, R² = 0.69
 (0.15)
 5.49

Correlation Matrix of Independent Variables

NFC

 1.00

Covariance Matrix of Latent Variables

	KAS	KAP	KAPK	KTTH	KW	NFC
KAS	1.00					
KAP	0.58	1.00				
KAPK	-0.17	-0.15	1.00			
KTTH	0.65	0.57	-0.17	1.00		
KW	0.67	0.60	-0.17	0.66	1.00	
NFC	0.81	0.72	-0.21	0.80	0.83	1.00

Goodness of Fit Statistics

Degrees of Freedom = 270

Minimum Fit Function Chi-Square = 984.79 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 1029.67 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 759.67

90 Percent Confidence Interval for NCP = (665.01 ; 861.88)

Minimum Fit Function Value = 6.12

Population Discrepancy Function Value (F0) = 4.72

90 Percent Confidence Interval for F0 = (4.13 ; 5.35)

Root Mean Square Error of Approximation (RMSEA) = 0.13

90 Percent Confidence Interval for RMSEA = (0.12 ; 0.14)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 7.08

90 Percent Confidence Interval for ECVI = (6.49 ; 7.71)

ECVI for Saturated Model = 4.04
ECVI for Independence Model = 14.41

Chi-Square for Independence Model with 300 Degrees of Freedom = 2270.02
Independence AIC = 2320.02
Model AIC = 1139.67
Saturated AIC = 650.00
Independence CAIC = 2422.21
Model CAIC = 1364.48
Saturated CAIC = 1978.47

Root Mean Square Residual (RMR) = 0.15
Standardized RMR = 0.15
Goodness of Fit Index (GFI) = 0.66
Adjusted Goodness of Fit Index (AGFI) = 0.59
Parsimony Goodness of Fit Index (PGFI) = 0.55

Normed Fit Index (NFI) = 0.57
Non-Normed Fit Index (NNFI) = 0.60
Parsimony Normed Fit Index (PNFI) = 0.51
Comparative Fit Index (CFI) = 0.64
Incremental Fit Index (IFI) = 0.64
Relative Fit Index (RFI) = 0.52

Critical N (CN) = 54.46



U N I V E R S I T A S
M E R C U B U A N A

Goodness of Fit Statistics

Degrees of Freedom = 429
Minimum Fit Function Chi-Square = 805.94 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 701.87 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 272.87
90 Percent Confidence Interval for NCP = (204.16 ; 349.48)

Minimum Fit Function Value = 5.01
Population Discrepancy Function Value (F0) = 1.69
90 Percent Confidence Interval for F0 = (1.27 ; 2.17)
Root Mean Square Error of Approximation (RMSEA) = 0.063
90 Percent Confidence Interval for RMSEA = (0.054 ; 0.071)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0073

Expected Cross-Validation Index (ECVI) = 6.42
90 Percent Confidence Interval for ECVI = (5.99 ; 6.90)
ECVI for Saturated Model = 7.39
ECVI for Independence Model = 25.20

Chi-Square for Independence Model with 561 Degrees of Freedom = 3988.61
Independence AIC = 4056.61
Model AIC = 1033.87
Saturated AIC = 1190.00
Independence CAIC = 4195.58
Model CAIC = 1712.41
Saturated CAIC = 3622.12

Root Mean Square Residual (RMR) = 0.087
Standardized RMR = 0.088
Goodness of Fit Index (GFI) = 0.80
Adjusted Goodness of Fit Index (AGFI) = 0.72
Parsimony Goodness of Fit Index (PGFI) = 0.57

Normed Fit Index (NFI) = 0.80
Non-Normed Fit Index (NNFI) = 0.86
Parsimony Normed Fit Index (PNFI) = 0.61
Comparative Fit Index (CFI) = 0.89
Incremental Fit Index (IFI) = 0.89
Relative Fit Index (RFI) = 0.74

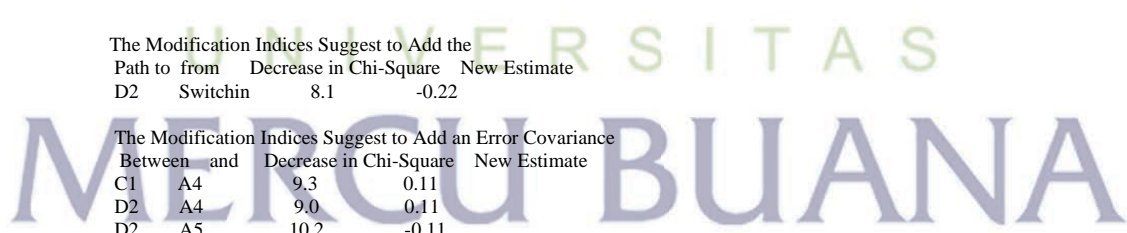
Critical N (CN) = 100.90

The Modification Indices Suggest to Add the
Path to from Decrease in Chi-Square New Estimate
D2 Switchin 8.1 -0.22

The Modification Indices Suggest to Add an Error Covariance			
Between	and	Decrease in Chi-Square	New Estimate
C1	A4	9.3	0.11
D2	A4	9.0	0.11
D2	A5	10.2	-0.11
D2	A6	10.6	0.15
E4	B3	8.4	0.09
E4	D2	10.1	-0.11
F4	D2	8.5	0.11
G4	D2	8.4	0.11
G5	B3	14.6	0.11
H5	F1	9.2	0.12

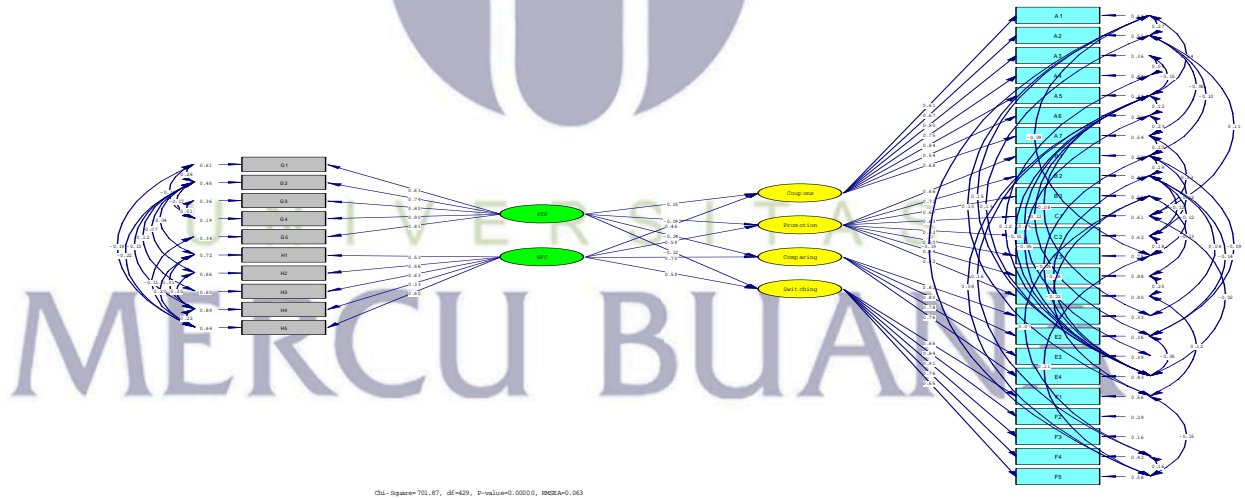
The Problem used 343992 Bytes (= 0.5% of Available Workspace)

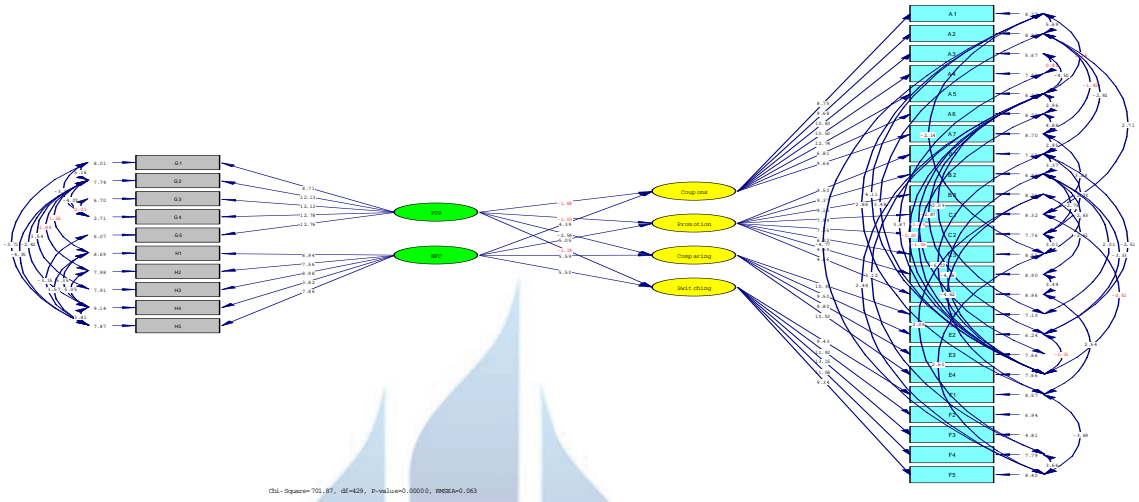
Time used: 2.250 Seconds



Lampiran 4. Analisa Kuantitatif (*Measurement Model and Structural Model*)

NFC	5	5	0.33 - 0.63	0.67
Tekanan Waktu	5	5	0.63 - 0.90	0.90
Pencarian Kupon	7	7	0.54 - 0.84	0.87
Mencari product susu yang secara khusus diiklankan	8	8	0.36 - 0.72	0.80
Membandingkan harga per satuan	4	4	0.76 - 0.82	0.88
Berpindah toko untuk menemukan harga paling rendah/terendah	5	5	0.65 - 0.91	0.88
Parths		Loading	Std Error	t Value
NFC-Pencarian Kupon		0.46	0.11	4.39
NFC-Mencari product susu yang secara khusus diiklankan		0.59	0.12	5.05
NFC-Membandingkan harga per satuan		0.70	0.12	5.59
NFC-Berpindah toko untuk menemukan harga paling rendah/terendah		0.59	0.11	5.50
PTP-Pencarian Kupon		-0.15	0.089	-1.09
PTP-Mencari product susu yang secara khusus diiklankan		-0.09	0.088	-1.03
PTP-Membandingkan harga per satuan		-0.24	0.092	-2.59
PTP-Berpindah toko untuk menemukan harga paling rendah/terendah		-0.1	0.086	-1.19





Chi-Square=701.87, df=429, P=0.0000, RMSEA=0.063

DATE: 12/ 1/2009
TIME: 15:28

L I S R E L 8.30

BY

Karl G. Jöreskog & Dag Sörbom

This program is published exclusively by
Scientific Software International, Inc.
7383 N. Lincoln Avenue, Suite 100
Chicago, IL 60646-1704, U.S.A.

Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140
Copyright by Scientific Software International, Inc., 1981-99
Use of this program is subject to the terms specified in the
Universal Copyright Convention.
Website: www.ssicentral.com

The following lines were read from file H:\AGUS\DATA4.SPJ:

Observed Variables

A1 A2 A3 A4 A5 A6 A7 B1 B2 B3

C1 C2 C3 D1 D2 E1 E2 E3 E4

F1 F2 F3 F4 F5 G1 G2 G3 G4

G5 H1 H2 H3 H4 H5

Correlation Matrix From File H:\AGUS\DATA4.COR

Sample Size = 162

Latent Variables Coupons Promotion Comparing Switching PTP NFC

Relationships

A1 A2 A3 A4 A5 A6 A7 = Coupons

C1 C2 C3 D1 D2 B1 B2 B3 = Promotion

E1 E2 E3 E4 = Comparing

F1 F2 F3 F4 F5 = Switching

G1 G2 G3 G4 G5 = PTP

H1 H2 H3 H4 H5 = NFC

Coupons Promotion Comparing Switching = PTP

Coupons Promotion Comparing Switching = NFC

Path Diagram

options ME=ML AD=OFF IT=250

set error covariance between Promotio and Coupons to free

set error covariance between A2 and A1 to free

set error covariance between A4 and A3 to free

set error covariance between A5 and A3 to free

set error covariance between A6 and A5 to free
 set error covariance between A7 and A2 to free
 set error covariance between A7 and A6 to free
 set error covariance between B1 and A2 to free
 set error covariance between B1 and A7 to free
 set error covariance between B2 and B1 to free
 set error covariance between C2 and B1 to free
 set error covariance between C2 and B2 to free
 set error covariance between C3 and B2 to free
 set error covariance between C3 and C2 to free
 set error covariance between D1 and B3 to free
 set error covariance between D2 and D1 to free
 set error covariance between E1 and A5 to free
 set error covariance between E1 and B2 to free
 set error covariance between E2 and A5 to free
 set error covariance between E2 and B2 to free
 set error covariance between E4 and A2 to free
 set error covariance between E4 and A6 to free
 set error covariance between E4 and B1 to free
 set error covariance between E4 and B2 to free
 set error covariance between E4 and C1 to free
 set error covariance between F1 and A1 to free
 set error covariance between F1 and B3 to free
 set error covariance between F1 and D2 to free
 set error covariance between F4 and A5 to free
 set error covariance between F4 and B3 to free
 set error covariance between F5 and A1 to free
 set error covariance between F5 and C3 to free
 set error covariance between F5 and F1 to free
 set error covariance between F5 and F4 to free
 set error covariance between G1 and A7 to free
 set error covariance between G1 and C2 to free
 set error covariance between G2 and A4 to free
 set error covariance between G2 and A7 to free
 set error covariance between G2 and B3 to free
 set error covariance between G2 and C2 to free
 set error covariance between G2 and F1 to free
 set error covariance between G2 and F4 to free
 set error covariance between G2 and G1 to free
 set error covariance between G3 and A3 to free
 set error covariance between G3 and A7 to free
 set error covariance between G3 and F1 to free
 set error covariance between G4 and A7 to free
 set error covariance between G4 and G1 to free
 set error covariance between G4 and G2 to free
 set error covariance between G4 and G3 to free
 set error covariance between G5 and E4 to free
 set error covariance between H1 and A2 to free
 set error covariance between H1 and B3 to free
 set error covariance between H1 and D1 to free
 set error covariance between H1 and D2 to free
 set error covariance between H1 and G2 to free
 set error covariance between H2 and E2 to free
 set error covariance between H3 and A6 to free
 set error covariance between H3 and B3 to free
 set error covariance between H3 and F1 to free
 set error covariance between H3 and G2 to free
 set error covariance between H4 and A5 to free
 set error covariance between H4 and F1 to free
 set error covariance between H4 and G2 to free
 set error covariance between H4 and H1 to free
 set error covariance between H4 and H2 to free
 set error covariance between H5 and A5 to free
 set error covariance between H5 and G1 to free
 set error covariance between H5 and G2 to free
 set error covariance between H5 and H1 to free
 set error covariance between A5 and A1 to free
 set error covariance between C1 and A2 to free
 set error covariance between C1 and A7 to free



set error covariance between C3 and A1 to free
 set error covariance between E2 and B1 to free
 set error covariance between E3 and A5 to free
 set error covariance between E4 and A1 to free
 set error covariance between E4 and A4 to free
 set error covariance between E4 and A5 to free
 set error covariance between E4 and E2 to free
 set error covariance between F5 and A5 to free
 set error covariance between G2 and E2 to free
 set error covariance between H2 and C2 to free
 set error covariance between H2 and C3 to free
 set error covariance between H2 and G2 to free
 set error covariance between H3 and A2 to free
 set error covariance between H3 and A4 to free
 set error covariance between H5 and G5 to free
 set error covariance between H5 and H4 to free
 End of Problem

Sample Size = 162

W_A_R_N_I_N_G: Total sample size is smaller than the number of parameters.
 Parameter estimates are unreliable.

Correlation Matrix to be Analyzed

	A1	A2	A3	A4	A5	A6
A1	1.00					
A2	0.67	1.00				
A3	0.53	0.59	1.00			
A4	0.45	0.50	0.68	1.00		
A5	0.53	0.49	0.50	0.63	1.00	
A6	0.31	0.32	0.36	0.37	0.58	1.00
A7	0.40	0.35	0.46	0.46	0.57	0.66
B1	0.29	0.16	0.43	0.43	0.46	0.39
B2	0.33	0.29	0.37	0.44	0.52	0.36
B3	0.13	0.19	0.34	0.43	0.40	0.18
C1	0.33	0.48	0.46	0.57	0.44	0.37
C2	0.17	0.35	0.43	0.44	0.38	0.30
C3	0.02	0.21	0.25	0.33	0.30	0.17
D1	0.13	0.17	0.24	0.21	0.24	0.28
D2	0.09	0.04	0.11	0.21	0.18	0.30
E1	0.13	0.19	0.15	0.23	0.37	0.34
E2	0.14	0.29	0.26	0.33	0.23	0.38
E3	0.19	0.18	0.11	0.19	0.28	0.25
E4	0.28	0.35	0.21	0.33	0.24	0.17
F1	0.22	0.06	0.12	0.04	0.15	0.12
F2	0.13	0.17	0.29	0.17	0.20	-0.03
F3	0.10	0.11	0.24	0.12	0.21	0.04
F4	0.05	0.09	0.22	0.16	0.32	0.02
F5	-0.04	0.20	0.28	0.23	0.32	0.09
G1	0.08	0.06	0.04	0.03	0.21	-0.08
G2	0.02	0.08	0.10	0.14	0.24	-0.06
G3	0.03	-0.02	-0.12	-0.09	0.17	0.06
G4	-0.04	-0.15	-0.14	-0.13	0.10	0.01
G5	0.01	-0.09	-0.10	-0.05	0.13	-0.04
H1	0.06	-0.01	0.08	0.14	0.09	0.23
H2	0.13	0.24	0.18	0.14	0.15	0.07
H3	0.03	0.23	0.13	0.02	0.22	-0.03
H4	0.19	0.20	0.09	0.08	0.04	0.18
H5	0.03	0.13	0.21	0.14	0.09	0.24

Correlation Matrix to be Analyzed

	A7	B1	B2	B3	C1	C2
A7	1.00					

B1	0.52	1.00				
B2	0.48	0.67	1.00			
B3	0.20	0.35	0.43	1.00		
C1	0.50	0.33	0.40	0.36	1.00	
C2	0.29	0.29	0.35	0.48	0.49	1.00
C3	0.18	0.28	0.25	0.41	0.32	0.52
D1	0.31	0.18	0.21	-0.03	0.23	0.14
D2	0.22	0.29	0.32	0.12	0.23	0.17
E1	0.29	0.21	0.32	0.11	0.35	0.26
E2	0.35	0.13	0.10	0.18	0.42	0.28
E3	0.33	0.16	0.18	0.06	0.32	0.22
E4	0.25	-0.05	0.04	0.14	0.41	0.27
F1	0.18	0.22	0.11	-0.08	0.24	0.06
F2	0.15	0.16	0.18	0.35	0.33	0.28
F3	0.18	0.16	0.18	0.26	0.31	0.23
F4	0.07	0.08	0.08	0.38	0.30	0.25
F5	0.12	0.10	0.19	0.33	0.35	0.38
G1	-0.08	0.00	-0.01	0.13	0.03	0.23
G2	-0.05	0.08	0.04	0.38	0.16	0.31
G3	0.10	0.02	-0.03	0.17	-0.01	0.01
G4	0.07	0.03	0.00	0.13	-0.11	0.05
G5	-0.09	0.00	0.01	0.25	-0.07	0.02
H1	0.23	0.15	0.10	-0.01	0.12	0.09
H2	0.17	0.12	0.19	0.09	0.24	0.09
H3	0.13	0.18	0.22	0.33	0.18	0.22
H4	0.17	0.05	0.11	-0.07	0.12	0.06
H5	0.23	0.16	0.14	0.11	0.13	0.17

Correlation Matrix to be Analyzed

	C3	D1	D2	E1	E2	E3
C3	1.00					
D1	0.14	1.00				
D2	0.26	0.37	1.00			
E1	0.28	0.34	0.28	1.00		
E2	0.31	0.15	0.23	0.67	1.00	
E3	0.22	0.27	0.28	0.64	0.62	1.00
E4	0.25	0.28	0.09	0.60	0.61	0.65
F1	0.08	0.26	0.18	0.32	0.31	0.26
F2	0.17	0.11	-0.08	0.16	0.23	0.18
F3	0.11	0.15	-0.09	0.19	0.28	0.18
F4	0.19	0.12	0.00	0.15	0.21	0.09
F5	0.33	0.11	-0.04	0.24	0.33	0.25
G1	0.14	0.00	-0.11	0.10	-0.04	0.05
G2	0.17	-0.07	-0.05	-0.05	-0.07	0.02
G3	0.15	0.09	0.02	0.05	-0.09	0.08
G4	0.12	0.03	0.10	-0.02	-0.09	0.08
G5	0.08	-0.03	0.01	0.03	-0.11	0.05
H1	0.14	0.46	0.30	0.43	0.37	0.39
H2	0.20	0.24	0.16	0.28	0.17	0.30
H3	0.24	0.07	0.05	0.17	0.13	0.21
H4	-0.01	0.08	0.08	0.33	0.32	0.23
H5	0.17	0.24	0.13	0.34	0.35	0.23

Correlation Matrix to be Analyzed

	E4	F1	F2	F3	F4	F5
E4	1.00					
F1	0.27	1.00				
F2	0.25	0.52	1.00			
F3	0.23	0.55	0.77	1.00		
F4	0.22	0.41	0.66	0.74	1.00	
F5	0.28	0.22	0.56	0.61	0.69	1.00
G1	0.16	0.11	0.14	0.13	0.29	0.15
G2	0.06	-0.03	0.12	0.13	0.36	0.28
G3	0.14	0.19	0.10	0.09	0.21	0.13
G4	0.10	0.11	0.02	0.07	0.14	0.09

G5	-0.09	-0.03	-0.05	-0.01	0.18	0.10
H1	0.31	0.36	0.17	0.22	0.09	0.20
H2	0.31	0.30	0.23	0.19	0.22	0.23
H3	0.22	0.14	0.30	0.31	0.31	0.29
H4	0.27	0.27	0.02	-0.03	-0.10	-0.06
H5	0.30	0.31	0.17	0.16	0.05	0.18

Correlation Matrix to be Analyzed

	G1	G2	G3	G4	G5	H1
G1	1.00					
G2	0.75	1.00				
G3	0.51	0.56	1.00			
G4	0.41	0.48	0.75	1.00		
G5	0.49	0.61	0.65	0.69	1.00	
H1	0.07	0.04	0.28	0.24	0.19	1.00
H2	0.23	0.29	0.33	0.17	0.15	0.36
H3	0.32	0.41	0.31	0.22	0.19	0.24
H4	0.06	-0.05	0.14	0.07	0.05	0.50
H5	-0.08	-0.10	0.15	0.13	-0.03	0.57

Correlation Matrix to be Analyzed

	H2	H3	H4	H5
H2	1.00			
H3	0.44	1.00		
H4	0.49	0.20	1.00	
H5	0.39	0.38	0.47	1.00

Number of Iterations = 32

LISREL Estimates (Maximum Likelihood)

A1 = 0.63*Coupons, Errorvar.= 0.65 , R² = 0.38
(0.072) (0.074)
8.75 8.77

A2 = 0.65*Coupons, Errorvar.= 0.53 , R² = 0.45
(0.068) (0.060)
9.68 8.85

A3 = 0.81*Coupons, Errorvar.= 0.36 , R² = 0.64
(0.075) (0.063)
10.83 5.67

A4 = 0.72*Coupons, Errorvar.= 0.41 , R² = 0.56
(0.068) (0.051)
10.50 7.99

A5 = 0.86*Coupons, Errorvar.= 0.31 , R² = 0.70
(0.067) (0.050)
12.74 6.09

A6 = 0.53*Coupons, Errorvar.= 0.69 , R² = 0.29
(0.077) (0.079)
6.81 8.77

A7 = 0.67*Coupons, Errorvar.= 0.52 , R² = 0.46
(0.069) (0.060)
9.66 8.70

B1 = 0.66*Promotio, Errorvar.= 0.58 , R² = 0.43
(0.078) (0.075)



8.50 7.67

B2 = 0.74*Promotio, Errorvar.= 0.51 , R² = 0.52
(0.079) (0.074)
9.37 6.93

B3 = 0.65*Promotio, Errorvar.= 0.52 , R² = 0.45
(0.071) (0.064)
9.16 8.21

C1 = 0.63*Promotio, Errorvar.= 0.61 , R² = 0.39
(0.079) (0.074)
7.99 8.32

C2 = 0.61*Promotio, Errorvar.= 0.59 , R² = 0.38
(0.079) (0.076)
7.65 7.76

C3 = 0.49*Promotio, Errorvar.= 0.72 , R² = 0.25
(0.079) (0.084)
6.22 8.55

D1 = 0.35*Promotio, Errorvar.= 0.92 , R² = 0.12
(0.075) (0.10)
4.69 8.90

D2 = 0.32*Promotio, Errorvar.= 0.91 , R² = 0.100
(0.076) (0.10)
4.16 8.96

E1 = 0.83*Comparin, Errorvar.= 0.33 , R² = 0.67
(0.080) (0.047)
10.39 7.10

E2 = 0.79*Comparin, Errorvar.= 0.34 , R² = 0.64
(0.083) (0.055)
9.50 6.24

E3 = 0.78*Comparin, Errorvar.= 0.39 , R² = 0.61
(0.080) (0.051)
9.80 7.66

E4 = 0.74*Comparin, Errorvar.= 0.41 , R² = 0.57
(0.071) (0.054)
10.53 7.66

F1 = 0.68*Switchin, Errorvar.= 0.60 , R² = 0.44
(0.072) (0.070)
9.43 8.57

F2 = 0.84*Switchin, Errorvar.= 0.29 , R² = 0.71
(0.071) (0.041)
11.92 6.94

F3 = 0.91*Switchin, Errorvar.= 0.16 , R² = 0.84
(0.070) (0.034)
13.15 4.81

F4 = 0.73*Switchin, Errorvar.= 0.38 , R² = 0.58
(0.066) (0.049)
11.08 7.79

F5 = 0.63*Switchin, Errorvar.= 0.55 , R² = 0.42
(0.068) (0.065)
9.34 8.40

G1 = 0.62*PTP, Errorvar.= 0.60 , R² = 0.39
(0.071) (0.075)



8.71 8.01

G2 = 0.73*PTP, Errorvar.= 0.43 , R² = 0.55
(0.060) (0.055)
12.13 7.74

G3 = 0.79*PTP, Errorvar.= 0.35 , R² = 0.64
(0.065) (0.053)
12.12 6.70

G4 = 0.90*PTP, Errorvar.= 0.20 , R² = 0.81
(0.070) (0.072)
12.78 2.71

G5 = 0.84*PTP, Errorvar.= 0.37 , R² = 0.66
(0.066) (0.060)
12.76 6.07

H1 = 0.52*NFC, Errorvar.= 0.71 , R² = 0.28
(0.075) (0.082)
6.94 8.69

H2 = 0.59*NFC, Errorvar.= 0.67 , R² = 0.34
(0.078) (0.084)
7.56 7.98

H3 = 0.64*NFC, Errorvar.= 0.62 , R² = 0.40
(0.071) (0.078)
8.98 7.91

H4 = 0.32*NFC, Errorvar.= 0.84 , R² = 0.11
(0.083) (0.091)
3.82 9.14

H5 = 0.59*NFC, Errorvar.= 0.64 , R² = 0.36
(0.076) (0.081)
7.86 7.87

Error Covariance for A2 and A1 = 0.27
(0.048)
5.69

Error Covariance for A4 and A3 = 0.039
(0.043)
0.91

Error Covariance for A5 and A1 = 0.039
(0.033)
1.16

Error Covariance for A5 and A3 = -0.15
(0.034)
-4.50

Error Covariance for A6 and A5 = 0.12
(0.039)
2.96

Error Covariance for A7 and A2 = -0.06
(0.032)
-1.92

Error Covariance for A7 and A6 = 0.22
(0.045)
4.88

Error Covariance for B1 and A2 = -0.10
(0.035)
-2.92

Error Covariance for B1 and A7 = 0.10
(0.035)
2.95

Error Covariance for B2 and B1 = 0.19
(0.058)
3.37

Error Covariance for C1 and A2 = 0.11



(0.039)
 2.71
 Error Covariance for C1 and A7 = 0.13
 (0.041)
 3.08
 Error Covariance for C2 and B1 = -0.11
 (0.042)
 -2.73
 Error Covariance for C2 and B2 = -0.12
 (0.045)
 -2.73
 Error Covariance for C3 and A1 = -0.09
 (0.040)
 -2.14
 Error Covariance for C3 and B2 = -0.12
 (0.045)
 -2.63
 Error Covariance for C3 and C2 = 0.17
 (0.058)
 3.01
 Error Covariance for D1 and B3 = -0.13
 (0.051)
 -2.61
 Error Covariance for D2 and D1 = 0.25
 (0.074)
 3.44
 Error Covariance for E1 and A5 = 0.080
 (0.040)
 2.03
 Error Covariance for E1 and B2 = 0.082
 (0.041)
 2.01
 Error Covariance for E2 and A5 = -0.12
 (0.041)
 -2.87
 Error Covariance for E2 and B1 = -0.09
 (0.037)
 -2.51
 Error Covariance for E2 and B2 = -0.14
 (0.042)
 -3.33
 Error Covariance for E3 and A5 = 0.048
 (0.039)
 1.23
 Error Covariance for E4 and A1 = 0.15
 (0.036)
 4.11
 Error Covariance for E4 and A2 = 0.12
 (0.035)
 3.48
 Error Covariance for E4 and A4 = 0.11
 (0.029)
 3.87
 Error Covariance for E4 and A5 = -0.01
 (0.039)
 -0.20
 Error Covariance for E4 and A6 = -0.05
 (0.031)
 -1.55
 Error Covariance for E4 and B1 = -0.24
 (0.040)
 -6.12
 Error Covariance for E4 and B2 = -0.18
 (0.042)
 -4.26
 Error Covariance for E4 and C1 = -0.02
 (0.032)
 -0.51
 Error Covariance for E4 and E2 = -0.05



(0.035)
 -1.31
 Error Covariance for F1 and A1 = 0.10
 (0.036)
 2.88
 Error Covariance for F1 and B3 = -0.22
 (0.048)
 -4.62
 Error Covariance for F1 and D2 = 0.13
 (0.050)
 2.54
 Error Covariance for F4 and A5 = 0.16
 (0.030)
 5.12
 Error Covariance for F4 and B3 = 0.065
 (0.032)
 2.06
 Error Covariance for F5 and A1 = -0.19
 (0.040)
 -4.77
 Error Covariance for F5 and A5 = 0.083
 (0.034)
 2.44
 Error Covariance for F5 and C3 = 0.11
 (0.042)
 2.50
 Error Covariance for F5 and F1 = -0.15
 (0.040)
 -3.69
 Error Covariance for F5 and F4 = 0.15
 (0.042)
 3.66
 Error Covariance for G1 and A7 = -0.07
 (0.041)
 -1.71
 Error Covariance for G1 and C2 = 0.15
 (0.048)
 3.13
 Error Covariance for G2 and A4 = 0.065
 (0.024)
 2.68
 Error Covariance for G2 and A7 = -0.05
 (0.034)
 -1.52
 Error Covariance for G2 and B3 = 0.11
 (0.030)
 3.55
 Error Covariance for G2 and C2 = 0.19
 (0.041)
 4.61
 Error Covariance for G2 and E2 = 0.072
 (0.025)
 2.89
 Error Covariance for G2 and F1 = -0.06
 (0.032)
 -1.91
 Error Covariance for G2 and F4 = 0.010
 (0.021)
 0.49
 Error Covariance for G2 and G1 = 0.27
 (0.052)
 5.16
 Error Covariance for G3 and A3 = -0.09
 (0.031)
 -2.79
 Error Covariance for G3 and A7 = 0.091
 (0.037)
 2.47
 Error Covariance for G3 and F1 = 0.084



(0.033)
2.58
Error Covariance for G4 and A7 = 0.13
(0.034)
3.74
Error Covariance for G4 and G1 = -0.16
(0.044)
-3.59
Error Covariance for G4 and G2 = -0.16
(0.040)
-4.07
Error Covariance for G4 and G3 = 0.012
(0.056)
0.21
Error Covariance for G5 and E4 = -0.21
(0.032)
-6.55
Error Covariance for H1 and A2 = -0.09
(0.032)
-2.96
Error Covariance for H1 and B3 = -0.02
(0.039)
-0.60
Error Covariance for H1 and D1 = 0.36
(0.064)
5.74
Error Covariance for H1 and D2 = 0.22
(0.058)
3.71
Error Covariance for H1 and G2 = -0.04
(0.033)
-1.16
Error Covariance for H2 and C2 = -0.11
(0.048)
-2.24
Error Covariance for H2 and C3 = 0.081
(0.050)
1.63
Error Covariance for H2 and E2 = -0.17
(0.039)
-4.35
Error Covariance for H2 and G2 = 0.068
(0.036)
1.88
Error Covariance for H3 and A2 = 0.097
(0.036)
2.68
Error Covariance for H3 and A4 = -0.13
(0.039)
-3.43
Error Covariance for H3 and A6 = -0.15
(0.044)
-3.30
Error Covariance for H3 and B3 = 0.11
(0.045)
2.49
Error Covariance for H3 and F1 = -0.15
(0.045)
-3.43
Error Covariance for H3 and G2 = 0.12
(0.035)
3.54
Error Covariance for H4 and A5 = -0.02
(0.028)
-0.76
Error Covariance for H4 and F1 = 0.096
(0.040)
2.40
Error Covariance for H4 and G2 = -0.09

(0.039)
 -2.42
 Error Covariance for H4 and H1 = 0.30
 (0.056)
 5.35
 Error Covariance for H4 and H2 = 0.29
 (0.058)
 5.05
 Error Covariance for H5 and A5 = -0.02
 (0.029)
 -0.75
 Error Covariance for H5 and G1 = -0.19
 (0.051)
 -3.71
 Error Covariance for H5 and G2 = -0.21
 (0.048)
 -4.35
 Error Covariance for H5 and G5 = -0.12
 (0.037)
 -3.15
 Error Covariance for H5 and H1 = 0.20
 (0.056)
 3.57
 Error Covariance for H5 and H4 = 0.22
 (0.057)
 3.81

Coupons = - 0.15*PTP + 0.46*NFC, Errorvar.= 0.81, R² = 0.19
 (0.089) (0.11)
 -1.69 4.39

Promotio = - 0.091*PTP + 0.59*NFC, Errorvar.= 0.68, R² = 0.32
 (0.088) (0.12)
 -1.03 5.05

Comparin = - 0.24*PTP + 0.70*NFC, Errorvar.= 0.58, R² = 0.42
 (0.092) (0.12)
 -2.59 5.59

Switchin = - 0.10*PTP + 0.59*NFC, Errorvar.= 0.69, R² = 0.31
 (0.086) (0.11)
 -1.19 5.50

Error Covariance for Promotio and Coupons = 0.52
 (0.043)
 12.13

Correlation Matrix of Independent Variables

	PTP	NFC
PTP	1.00	
NFC	0.36 (0.09) 4.19	1.00

Covariance Matrix of Latent Variables

	Coupons	Promotio	Comparin	Switchin	PTP	NFC
Coupons	1.00					
Promotio	0.76	1.00				
Comparin	0.28	0.36	1.00			
Switchin	0.24	0.32	0.36	1.00		
PTP	0.02	0.12	0.02	0.11	1.00	
NFC	0.41	0.56	0.61	0.55	0.36	1.00

Goodness of Fit Statistics
 Degrees of Freedom = 429

Minimum Fit Function Chi-Square = 805.94 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 701.87 (P = 0.00)
 Estimated Non-centrality Parameter (NCP) = 272.87
 90 Percent Confidence Interval for NCP = (204.16 ; 349.48)

Minimum Fit Function Value = 5.01
 Population Discrepancy Function Value (F0) = 1.69
 90 Percent Confidence Interval for F0 = (1.27 ; 2.17)
 Root Mean Square Error of Approximation (RMSEA) = 0.063
 90 Percent Confidence Interval for RMSEA = (0.054 ; 0.071)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0073

Expected Cross-Validation Index (ECVI) = 6.42
 90 Percent Confidence Interval for ECVI = (5.99 ; 6.90)
 ECVI for Saturated Model = 7.39
 ECVI for Independence Model = 25.20

Chi-Square for Independence Model with 561 Degrees of Freedom = 3988.61
 Independence AIC = 4056.61
 Model AIC = 1033.87
 Saturated AIC = 1190.00
 Independence CAIC = 4195.58
 Model CAIC = 1712.41
 Saturated CAIC = 3622.12

Root Mean Square Residual (RMR) = 0.087
 Standardized RMR = 0.088
 Goodness of Fit Index (GFI) = 0.80
 Adjusted Goodness of Fit Index (AGFI) = 0.72
 Parsimony Goodness of Fit Index (PGFI) = 0.57

Normed Fit Index (NFI) = 0.80
 Non-Normed Fit Index (NNFI) = 0.86
 Parsimony Normed Fit Index (PNFI) = 0.61
 Comparative Fit Index (CFI) = 0.89
 Incremental Fit Index (IFI) = 0.89
 Relative Fit Index (RFI) = 0.74

Critical N (CN) = 100.90

The Modification Indices Suggest to Add the

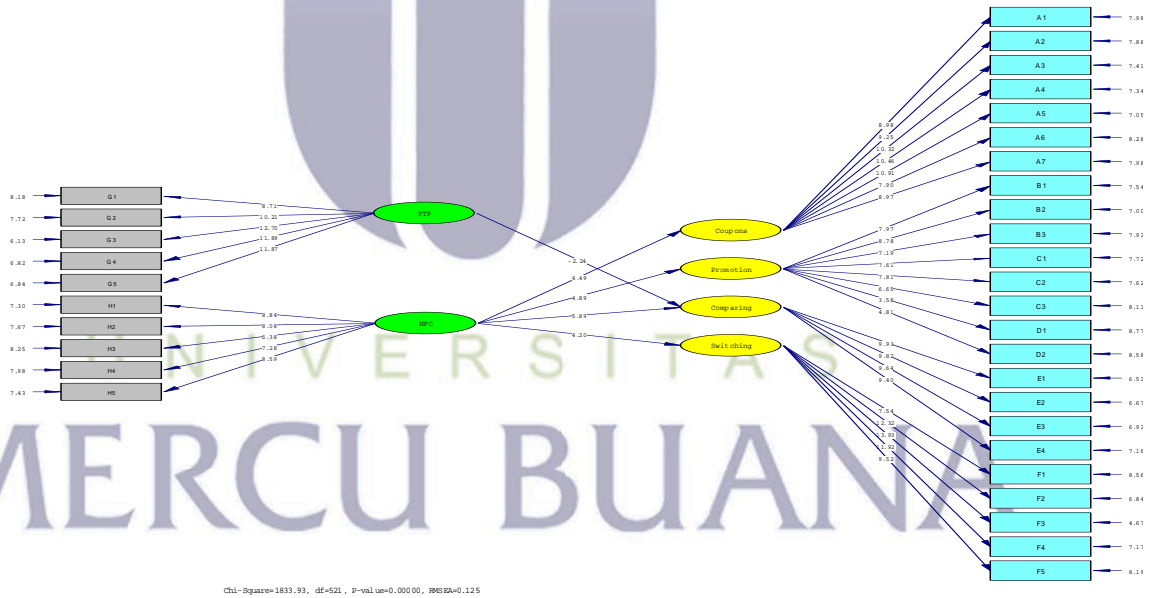
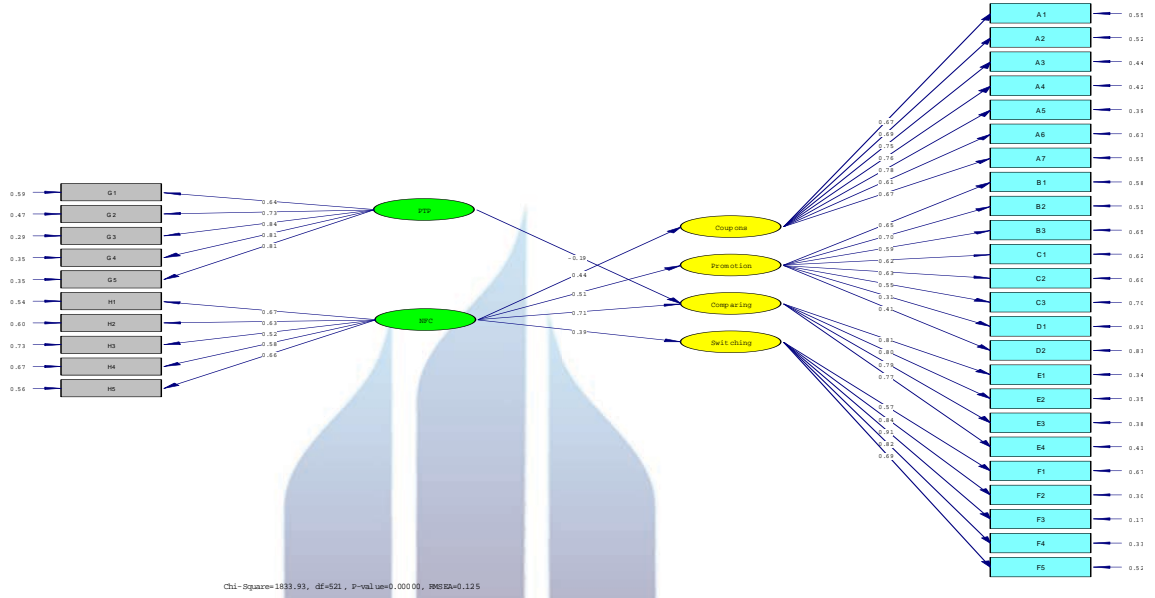
Path to	from	Decrease in Chi-Square	New Estimate
D2	Switchin	8.1	-0.22

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
C1	A4	9.3	0.11
D2	A4	9.0	0.11
D2	A5	10.2	-0.11
D2	A6	10.6	0.15
E4	B3	8.4	0.09
E4	D2	10.1	-0.11
F4	D2	8.5	0.11
G4	D2	8.4	0.11
G5	B3	14.6	0.11
H5	F1	9.2	0.12

The Problem used 343992 Bytes (= 0.5% of Available Workspace)

Time used: 2.250 Seconds



DATE: 12/ 1/2009
TIME: 15:59

LISREL 8.30

BY

Karl G. Jöreskog & Dag Sörbom

This program is published exclusively by

Scientific Software International, Inc.
 7383 N. Lincoln Avenue, Suite 100
 Chicago, IL 60646-1704, U.S.A.
 Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140
 Copyright by Scientific Software International, Inc., 1981-99
 Use of this program is subject to the terms specified in the
 Universal Copyright Convention.
 Website: www.ssicentral.com

The following lines were read from file H:\AGUS\DATA4.SPJ:

Observed Variables
 A1 A2 A3 A4 A5 A6 A7 B1 B2 B3
 C1 C2 C3 D1 D2 E1 E2 E3 E4
 F1 F2 F3 F4 F5 G1 G2 G3 G4
 G5 H1 H2 H3 H4 H5
 Correlation Matrix From File H:\AGUS\DATA4.COR
 Sample Size = 162
 Latent Variables Coupons Promotion Comparing Switching PTP NFC
 Relationships
 A1 A2 A3 A4 A5 A6 A7 = Coupons
 C1 C2 C3 D1 D2 B1 B2 B3 = Promotion
 E1 E2 E3 E4 = Comparing
 F1 F2 F3 F4 F5 = Switching
 G1 G2 G3 G4 G5 = PTP
 H1 H2 H3 H4 H5 = NFC
 Comparing = PTP
 Coupons Promotion Comparing Switching = NFC
 Path Diagram
 options ME=ML AD=OFF IT=250

End of Problem

Sample Size = 162

Correlation Matrix to be Analyzed

	A1	A2	A3	A4	A5	A6
A1	1.00					
A2	0.67	1.00				
A3	0.53	0.59	1.00			
A4	0.45	0.50	0.68	1.00		
A5	0.53	0.49	0.50	0.63	1.00	
A6	0.31	0.32	0.36	0.37	0.58	1.00
A7	0.40	0.35	0.46	0.46	0.57	0.66
B1	0.29	0.16	0.43	0.43	0.46	0.39
B2	0.33	0.29	0.37	0.44	0.52	0.36
B3	0.13	0.19	0.34	0.43	0.40	0.18
C1	0.33	0.48	0.46	0.57	0.44	0.37
C2	0.17	0.35	0.43	0.44	0.38	0.30
C3	0.02	0.21	0.25	0.33	0.30	0.17
D1	0.13	0.17	0.24	0.21	0.24	0.28
D2	0.09	0.04	0.11	0.21	0.18	0.30
E1	0.13	0.19	0.15	0.23	0.37	0.34
E2	0.14	0.29	0.26	0.33	0.23	0.38
E3	0.19	0.18	0.11	0.19	0.28	0.25
E4	0.28	0.35	0.21	0.33	0.24	0.17
F1	0.22	0.06	0.12	0.04	0.15	0.12
F2	0.13	0.17	0.29	0.17	0.20	-0.03
F3	0.10	0.11	0.24	0.12	0.21	0.04
F4	0.05	0.09	0.22	0.16	0.32	0.02
F5	-0.04	0.20	0.28	0.23	0.32	0.09
G1	0.08	0.06	0.04	0.03	0.21	-0.08
G2	0.02	0.08	0.10	0.14	0.24	-0.06
G3	0.03	-0.02	-0.12	-0.09	0.17	0.06
G4	-0.04	-0.15	-0.14	-0.13	0.10	0.01

G5	0.01	-0.09	-0.10	-0.05	0.13	-0.04
H1	0.06	-0.01	0.08	0.14	0.09	0.23
H2	0.13	0.24	0.18	0.14	0.15	0.07
H3	0.03	0.23	0.13	0.02	0.22	-0.03
H4	0.19	0.20	0.09	0.08	0.04	0.18
H5	0.03	0.13	0.21	0.14	0.09	0.24

Correlation Matrix to be Analyzed

	A7	B1	B2	B3	C1	C2
A7	1.00					
B1	0.52	1.00				
B2	0.48	0.67	1.00			
B3	0.20	0.35	0.43	1.00		
C1	0.50	0.33	0.40	0.36	1.00	
C2	0.29	0.29	0.35	0.48	0.49	1.00
C3	0.18	0.28	0.25	0.41	0.32	0.52
D1	0.31	0.18	0.21	-0.03	0.23	0.14
D2	0.22	0.29	0.32	0.12	0.23	0.17
E1	0.29	0.21	0.32	0.11	0.35	0.26
E2	0.35	0.13	0.10	0.18	0.42	0.28
E3	0.33	0.16	0.18	0.06	0.32	0.22
E4	0.25	-0.05	0.04	0.14	0.41	0.27
F1	0.18	0.22	0.11	-0.08	0.24	0.06
F2	0.15	0.16	0.18	0.35	0.33	0.28
F3	0.18	0.16	0.18	0.26	0.31	0.23
F4	0.07	0.08	0.08	0.38	0.30	0.25
F5	0.12	0.10	0.19	0.33	0.35	0.38
G1	-0.08	0.00	-0.01	0.13	0.03	0.23
G2	-0.05	0.08	0.04	0.38	0.16	0.31
G3	0.10	0.02	-0.03	0.17	-0.01	0.01
G4	0.07	0.03	0.00	0.13	-0.11	0.05
G5	-0.09	0.00	0.01	0.25	-0.07	0.02
H1	0.23	0.15	0.10	-0.01	0.12	0.09
H2	0.17	0.12	0.19	0.09	0.24	0.09
H3	0.13	0.18	0.22	0.33	0.18	0.22
H4	0.17	0.05	0.11	-0.07	0.12	0.06
H5	0.23	0.16	0.14	0.11	0.13	0.17

Correlation Matrix to be Analyzed

	C3	D1	D2	E1	E2	E3
C3	1.00					
D1	0.14	1.00				
D2	0.26	0.37	1.00			
E1	0.28	0.34	0.28	1.00		
E2	0.31	0.15	0.23	0.67	1.00	
E3	0.22	0.27	0.28	0.64	0.62	1.00
E4	0.25	0.28	0.09	0.60	0.61	0.65
F1	0.08	0.26	0.18	0.32	0.31	0.26
F2	0.17	0.11	-0.08	0.16	0.23	0.18
F3	0.11	0.15	-0.09	0.19	0.28	0.18
F4	0.19	0.12	0.00	0.15	0.21	0.09
F5	0.33	0.11	-0.04	0.24	0.33	0.25
G1	0.14	0.00	-0.11	0.10	-0.04	0.05
G2	0.17	-0.07	-0.05	-0.05	-0.07	0.02
G3	0.15	0.09	0.02	0.05	-0.09	0.08
G4	0.12	0.03	0.10	-0.02	-0.09	0.08
G5	0.08	-0.03	0.01	0.03	-0.11	0.05
H1	0.14	0.46	0.30	0.43	0.37	0.39
H2	0.20	0.24	0.16	0.28	0.17	0.30
H3	0.24	0.07	0.05	0.17	0.13	0.21
H4	-0.01	0.08	0.08	0.33	0.32	0.23
H5	0.17	0.24	0.13	0.34	0.35	0.23

Correlation Matrix to be Analyzed



	E4	F1	F2	F3	F4	F5
E4	1.00					
F1	0.27	1.00				
F2	0.25	0.52	1.00			
F3	0.23	0.55	0.77	1.00		
F4	0.22	0.41	0.66	0.74	1.00	
F5	0.28	0.22	0.56	0.61	0.69	1.00
G1	0.16	0.11	0.14	0.13	0.29	0.15
G2	0.06	-0.03	0.12	0.13	0.36	0.28
G3	0.14	0.19	0.10	0.09	0.21	0.13
G4	0.10	0.11	0.02	0.07	0.14	0.09
G5	-0.09	-0.03	-0.05	-0.01	0.18	0.10
H1	0.31	0.36	0.17	0.22	0.09	0.20
H2	0.31	0.30	0.23	0.19	0.22	0.23
H3	0.22	0.14	0.30	0.31	0.31	0.29
H4	0.27	0.27	0.02	-0.03	-0.10	-0.06
H5	0.30	0.31	0.17	0.16	0.05	0.18

Correlation Matrix to be Analyzed

	G1	G2	G3	G4	G5	H1
G1	1.00					
G2	0.75	1.00				
G3	0.51	0.56	1.00			
G4	0.41	0.48	0.75	1.00		
G5	0.49	0.61	0.65	0.69	1.00	
H1	0.07	0.04	0.28	0.24	0.19	1.00
H2	0.23	0.29	0.33	0.17	0.15	0.36
H3	0.32	0.41	0.31	0.22	0.19	0.24
H4	0.06	-0.05	0.14	0.07	0.05	0.50
H5	-0.08	-0.10	0.15	0.13	-0.03	0.57

Correlation Matrix to be Analyzed

	H2	H3	H4	H5
H2	1.00			
H3	0.44	1.00		
H4	0.49	0.20	1.00	
H5	0.39	0.38	0.47	1.00

Number of Iterations = 46

LISREL Estimates (Maximum Likelihood)

A1 = 0.67*Coupons, Errorvar.= 0.55 , R² = 0.45
 (0.075) (0.068)
 8.98 7.98

A2 = 0.69*Coupons, Errorvar.= 0.52 , R² = 0.48
 (0.075) (0.066)
 9.25 7.88

A3 = 0.75*Coupons, Errorvar.= 0.44 , R² = 0.56
 (0.073) (0.059)
 10.32 7.41

A4 = 0.76*Coupons, Errorvar.= 0.42 , R² = 0.58
 (0.073) (0.058)
 10.46 7.34

A5 = 0.78*Coupons, Errorvar.= 0.39 , R² = 0.61
 (0.072) (0.055)



10.91	7.05
A6 = 0.61*Coupons, Errorvar.= 0.63 , R ² = 0.37	
(0.077)	(0.076)
7.90	8.28
A7 = 0.67*Coupons, Errorvar.= 0.55 , R ² = 0.45	
(0.075)	(0.069)
8.97	7.98
B1 = 0.65*Promotio, Errorvar.= 0.58 , R ² = 0.42	
(0.081)	(0.077)
7.97	7.54
B2 = 0.70*Promotio, Errorvar.= 0.51 , R ² = 0.49	
(0.080)	(0.072)
8.78	7.00
B3 = 0.59*Promotio, Errorvar.= 0.65 , R ² = 0.35	
(0.082)	(0.083)
7.19	7.91
C1 = 0.62*Promotio, Errorvar.= 0.62 , R ² = 0.38	
(0.081)	(0.080)
7.61	7.72
C2 = 0.63*Promotio, Errorvar.= 0.60 , R ² = 0.40	
(0.081)	(0.078)
7.81	7.62
C3 = 0.55*Promotio, Errorvar.= 0.70 , R ² = 0.30	
(0.083)	(0.086)
6.65	8.11
D1 = 0.31*Promotio, Errorvar.= 0.91 , R ² = 0.094	
(0.086)	(0.10)
3.58	8.77
D2 = 0.41*Promotio, Errorvar.= 0.83 , R ² = 0.17	
(0.085)	(0.097)
4.81	8.58
E1 = 0.81*Comparin, Errorvar.= 0.34 , R ² = 0.66	
(0.082)	(0.052)
9.93	6.51
E2 = 0.80*Comparin, Errorvar.= 0.35 , R ² = 0.65	
(0.082)	(0.053)
9.82	6.67
E3 = 0.79*Comparin, Errorvar.= 0.38 , R ² = 0.62	
(0.082)	(0.055)
9.64	6.91
E4 = 0.77*Comparin, Errorvar.= 0.41 , R ² = 0.59	
(0.082)	(0.057)
9.40	7.16
F1 = 0.57*Switchin, Errorvar.= 0.67 , R ² = 0.33	
(0.076)	(0.079)
7.54	8.56
F2 = 0.84*Switchin, Errorvar.= 0.30 , R ² = 0.70	
(0.068)	(0.044)
12.32	6.84
F3 = 0.91*Switchin, Errorvar.= 0.17 , R ² = 0.83	
(0.065)	(0.036)
13.93	4.67



F4 = 0.82*Switchin, Errorvar.= 0.33 , R² = 0.67
(0.069) (0.046)
11.92 7.17

F5 = 0.69*Switchin, Errorvar.= 0.52 , R² = 0.48
(0.073) (0.064)
9.52 8.19

G1 = 0.64*PTP, Errorvar.= 0.59 , R² = 0.41
(0.074) (0.072)
8.71 8.18

G2 = 0.73*PTP, Errorvar.= 0.47 , R² = 0.53
(0.071) (0.061)
10.21 7.72

G3 = 0.84*PTP, Errorvar.= 0.29 , R² = 0.71
(0.066) (0.047)
12.70 6.13

G4 = 0.81*PTP, Errorvar.= 0.35 , R² = 0.65
(0.068) (0.051)
11.89 6.82

G5 = 0.81*PTP, Errorvar.= 0.35 , R² = 0.65
(0.068) (0.051)
11.87 6.84

H1 = 0.67*NFC, Errorvar.= 0.54 , R² = 0.46
(0.076) (0.075)
8.84 7.30

H2 = 0.63*NFC, Errorvar.= 0.60 , R² = 0.40
(0.078) (0.079)
8.08 7.67

H3 = 0.52*NFC, Errorvar.= 0.73 , R² = 0.27
(0.081) (0.089)
6.38 8.25

H4 = 0.58*NFC, Errorvar.= 0.67 , R² = 0.33
(0.079) (0.084)
7.28 7.98

H5 = 0.66*NFC, Errorvar.= 0.56 , R² = 0.44
(0.077) (0.076)
8.59 7.43

Coupons = 0.44*NFC, Errorvar.= 0.81, R² = 0.19
(0.097)
4.49

Promotio = 0.51*NFC, Errorvar.= 0.74, R² = 0.26
(0.10)
4.89

Comparin = - 0.19*PTP + 0.71*NFC, Errorvar.= 0.55, R² = 0.45
(0.086) (0.12)
-2.24 5.89

Switchin = 0.39*NFC, Errorvar.= 0.84, R² = 0.16
(0.094)
4.20

Correlation Matrix of Independent Variables



	PTP	NFC
PTP	1.00	
NFC	0.30 (0.09)	1.00
	3.46	

Covariance Matrix of Latent Variables

	Coupons	Promotio	Comparin	Switchin	PTP	NFC
Coupons	1.00					
Promotio	0.22	1.00				
Comparin	0.28	0.33	1.00			
Switchin	0.17	0.20	0.26	1.00		
PTP	0.13	0.15	0.02	0.12	1.00	
NFC	0.44	0.51	0.65	0.39	0.30	1.00

Goodness of Fit Statistics

Degrees of Freedom = 521
 Minimum Fit Function Chi-Square = 1841.24 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 1833.93 (P = 0.0)
 Estimated Non-centrality Parameter (NCP) = 1312.93
 90 Percent Confidence Interval for NCP = (1186.17 ; 1447.24)

Minimum Fit Function Value = 11.44
 Population Discrepancy Function Value (F0) = 8.15
 90 Percent Confidence Interval for F0 = (7.37 ; 8.99)
 Root Mean Square Error of Approximation (RMSEA) = 0.13
 90 Percent Confidence Interval for RMSEA = (0.12 ; 0.13)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 12.31
 90 Percent Confidence Interval for ECVI = (11.52 ; 13.14)
 ECVI for Saturated Model = 7.39
 ECVI for Independence Model = 25.20

Chi-Square for Independence Model with 561 Degrees of Freedom = 3988.61
 Independence AIC = 4056.61
 Model AIC = 1981.93
 Saturated AIC = 1190.00
 Independence CAIC = 4195.58
 Model CAIC = 2284.41
 Saturated CAIC = 3622.12

Root Mean Square Residual (RMR) = 0.13
 Standardized RMR = 0.13
 Goodness of Fit Index (GFI) = 0.60
 Adjusted Goodness of Fit Index (AGFI) = 0.54
 Parsimony Goodness of Fit Index (PGFI) = 0.52

Normed Fit Index (NFI) = 0.54
 Non-Normed Fit Index (NNFI) = 0.59
 Parsimony Normed Fit Index (PNFI) = 0.50
 Comparative Fit Index (CFI) = 0.61
 Incremental Fit Index (IFI) = 0.62
 Relative Fit Index (RFI) = 0.50

Critical N (CN) = 53.38

The Modification Indices Suggest to Add the
 Path to from Decrease in Chi-Square New Estimate
 C1 Coupons 14.4 0.28



C1	Comparin	12.8	0.28
D1	Comparin	8.4	0.25
F1	Comparin	9.3	0.22
H3	PTP	9.9	0.25
Coupons	Promotio	64.2	0.87
Promotio	Coupons	64.2	0.79

The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate
Promotio Coupons 64.2 0.64

A2	A1	30.7	0.27
A4	A3	19.0	0.19
A5	A3	13.2	-0.16
A6	A5	11.7	0.16
A7	A2	10.4	-0.16
A7	A6	37.6	0.32
B1	A2	15.3	-0.19
B1	A7	10.3	0.16
B2	B1	46.7	0.39
C1	A2	8.1	0.14
C2	B1	10.0	-0.18
C2	B2	8.1	-0.16
C3	B2	12.9	-0.21
C3	C2	16.1	0.24
D1	B3	13.6	-0.24
D2	D1	14.3	0.27
E1	A5	19.6	0.16
E1	B2	14.0	0.15
E2	A5	8.8	-0.11
E2	B2	10.0	-0.13
E4	A2	9.8	0.13
E4	A6	10.2	-0.15
E4	B1	20.2	-0.20
E4	B2	9.9	-0.14
E4	C1	9.6	0.14
F1	A1	9.1	0.15
F1	B3	31.1	-0.31
F1	D2	11.5	0.21
F4	A5	18.9	0.15
F4	B3	12.8	0.15
F5	A1	19.1	-0.20
F5	C3	9.6	0.16
F5	F1	17.2	-0.21
F5	F4	22.2	0.19
G1	A7	10.0	-0.15
G1	C2	12.4	0.18
G2	A4	11.3	0.14
G2	A7	12.9	-0.16
G2	B3	11.6	0.17
G2	C2	16.5	0.19
G2	F1	14.0	-0.18
G2	F4	13.6	0.14
G2	G1	62.7	0.38
G3	A3	10.4	-0.11
G3	A7	10.2	0.12
G3	F1	8.9	0.12
G4	A7	12.4	0.14
G4	G1	14.5	-0.17
G4	G2	18.9	-0.19
G4	G3	21.2	0.21
G5	E4	21.4	-0.17
H1	A2	12.5	-0.17
H1	B3	8.2	-0.15
H1	D1	25.2	0.30
H1	D2	12.2	0.20
H1	G2	10.9	-0.15
H2	E2	10.1	-0.14
H3	A6	9.9	-0.18
H3	B3	11.1	0.20



H3	F1	8.0	-0.17
H3	G2	16.8	0.21
H4	A5	9.0	-0.14
H4	F1	10.0	0.18
H4	H2	9.0	0.18
H5	G1	11.0	-0.17
H5	G2	15.6	-0.19
H5	H1	14.0	0.22

The Problem used 154104 Bytes (= 0.2% of Available Workspace)

Time used: 1.523 Seconds



UNIVERSITAS
MERCU BUANA

Dependent Variable	Main and Interacton Effects		Planned Comparasions		Sig		
	F-Value		NFC/PTP				
	NFC	PTP	NFC/PTP	NFC/PTP			
Searching for Coupons Pencarian kupon	5.49	0.2*	0.39	high/high	low/low	0.15	
					high/low	high/low	0.96
					low/high	low/high	0.43
					low/low	high/high	0.15
						high/low	0.08
						low/high	0.95
					high/low	high/high	0.96
					low/low	low/low	0.08
					low/high	low/high	0.37
					low/high	high/high	0.43
Looking for in-store Promotion Promosi di Store	9.99	1.52*	0.24	high/high	low/low	0.01	
					high/low	high/low	0.45
					low/low	low/high	0.09
						high/high	0.01
						high/low	0.06
						low/high	0.82
					high/low	high/high	0.45
					low/low	low/low	0.06
					low/high	low/high	0.18
					low/high	high/high	0.09
Comparing Unit Prices Membandingkan Harga Persatuan	7.54	0.24*	0.02	high/high	low/low	0.00	
					high/low	high/low	0.81
					low/high	low/high	0.62
					low/low	high/high	0.00
						high/low	0.00
						low/high	0.99
					high/low	high/high	0.81
						low/low	0.00
						low/high	0.49
					low/high	high/high	0.62
Switching stores for Lowest Price Pemindahan store untuk mencari harga murah	8.13	0.35*	0.03	high/high	low/low	0.01	
					high/low	high/low	0.87
					low/high	low/high	0.25
					low/low	high/high	0.01
						high/low	0.02
						low/high	0.98
					high/low	high/high	0.87
					low/low	low/low	0.02
					low/high	low/high	0.34
					low/high	high/high	0.25
			low/low	0.98			
			high/low	0.34			

* < 0.05

Lampiran 5. Analisa Kuantitatif (*Interaction*)

Interaction of Coupons

Tests of Between-Subjects Effects

Dependent Variable: Coupons

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	13.528 ^a	3	4.509	2.655	.050
Intercept	407.234	1	407.234	239.776	.000
NFC	9.318	1	9.318	5.486	.020
PTP	.668	1	.668	.393	.532
NFC * PTP	.342	1	.342	.201	.654
Error	268.346	158	1.698		
Total	3492.041	162			
Corrected Total	281.874	161			

a. R Squared = .048 (Adjusted R Squared = .030)

Faktor Utama NFC : F hitung(5.486) dengan nilai-p(0.02) < alpha 0.05 artinya factor NFC berpengaruh nyata terhadap Coupons.

Faktor Utama PTP : F hitung(0.393) dengan nilai-p(0.532) > alpha 0.05 artinya factor PTP tidak berpengaruh nyata terhadap Coupons.

Interaksi (PTP*NFC) : F hitung(0.201) dengan nilai-p(0.654) > alpha 0.05 artinya antara PTP dengan NFC tidak berinteraksi terhadap Coupons.

Tests of Between-Subjects Effects

Dependent Variable: Promotion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	15.175 ^a	3	5.058	5.505	.001
Intercept	376.508	1	376.508	409.756	.000
NFC	9.185	1	9.185	9.996	.002
PTP	.223	1	.223	.243	.623
NFC * PTP	1.395	1	1.395	1.519	.220
Error	145.180	158	.919		
Total	3154.875	162			
Corrected Total	160.355	161			

a. R Squared = .095 (Adjusted R Squared = .077)

Faktor Utama NFC : F hitung(9.996) dengan nilai-p(0.002) < alpha 0.05 artinya factor NFC berpengaruh nyata terhadap Promotion.

Faktor Utama PTP : F hitung(0.243) dengan nilai-p(0.623) > alpha 0.05 artinya factor PTP tidak berpengaruh nyata terhadap Promotion.

Interaksi (PTP*NFC) : F hitung(1,519) dengan nilai-p(0.220) > alpha 0.05 artinya antara PTP dengan NFC tidak berinteraksi terhadap Promotion.

Tests of Between-Subjects Effects

Dependent Variable: Comparing

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.131 ^a	3	7.044	6.012	.001
Intercept	641.002	1	641.002	547.099	.000
NFC	8.830	1	8.830	7.536	.007
PTP	.026	1	.026	.022	.882
NFC * PTP	.284	1	.284	.242	.623
Error	185.119	158	1.172		
Total	4959.375	162			
Corrected Total	206.250	161			

a. R Squared = .102 (Adjusted R Squared = .085)

Faktor Utama NFC : F hitung(7.536) dengan nilai-p(0.007) < alpha 0.05 artinya factor NFC berpengaruh nyata terhadap Comparing.

Faktor Utama PTP : F hitung(0.22) dengan nilai-p(0.882) > alpha 0.05 artinya factor PTP tidak berpengaruh nyata terhadap Comparing.

Interaksi (PTP*NFC) : F hitung(0.242) dengan nilai-p(0.623) > alpha 0.05 artinya antara PTP dengan NFC tidak berinteraksi terhadap Comparing.

MERCU BUANA

Tests of Between-Subjects Effects

Dependent Variable: Switching

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.753 ^a	3	7.584	4.687	.004
Intercept	358.848	1	358.848	221.766	.000
NFC	13.148	1	13.148	8.126	.005
PTP	.052	1	.052	.032	.858
NFC * PTP	.568	1	.568	.351	.554
Error	255.666	158	1.618		
Total	3270.360	162			
Corrected Total	278.419	161			

a. R Squared = .082 (Adjusted R Squared = .064)

Faktor Utama NFC : F hitung(8.126) dengan nilai-p(0.005) < alpha 0.05 artinya factor NFC berpengaruh nyata terhadap Switching.

Faktor Utama PTP : F hitung(0.032) dengan nilai-p(0.858) > alpha 0.05 artinya factor PTP tidak berpengaruh nyata terhadap Switching..

Interaksi (PTP*NFC) : F hitung(0.351) dengan nilai-p(0.554) > alpha 0.05 artinya antara PTP dengan NFC tidak berinteraksi terhadap Switching.

